



ADVANCED FACEBOOK AND INSTAGRAM ADVERTISING

THE BUSINESS MANAGER WEBSITE ANATOMY

- Correctly setting up the Facebook Pixel
- Key features of Facebook for business
- Instagram integrations for advertising
- Using the audience insights tool to your advantage
- Knowing the site, campaigns, ad sets and ads
- Facebook results dashboard

YOUR GOALS

- Setting great goals for Facebook and Instagram advertising
- Setting a KPI
- Understanding and creating your CPAs

BUDGETING

- Testing your budgets
- Setting limits and measurements
- Optimal delivery types and ad scheduling

DEVELOPING YOUR FUNNEL

- Using your ads to drive awareness, reach, website clicks, app downloads
- Facebook remarketing options
- URL tracking and data collection

YOUR CUSTOM AUDIENCES

- Using audiences insights to develop customer audiences for your brand
- Using your existing email databases to grow your conversions
- Lookalike audiences set-up
- Researching buyer personas
- Negative personas and negative keywords

INSTAGRAM MARKETING INTEGRATIONS

- How we can integrate Instagram into your strategy
- Converting your Instagram account to a business profile
- Instagram advertising insights
- Instagram influencer advertising options
- Instagram in-app shopping and tracking

THE TYPES OF ADS YOU CAN RUN AND WHY

- When to use Carousel, galleries, videos, cinemagraphs, GIFs and more
- Best practice ad formats for conversions

RINSE AND REPEAT

- Understanding your data to make improvements
- Changing your creative to grow your ROI
- AB testing to improve
- Event conversions
- Offline measurement
- Online tools to help your ROI
- Integrations with Facebook advertising

RINSE AND REPEAT

- Growing your brand through advertising
- Scaling your advertising efforts
- Automate your learning
- Applying your learning to new brands



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BOOKING INFORMATION

Cost: \$895

Group and Multi-Course Discounts

There is a 30% combined discount for bookings of 2 or more people or 2 or more courses booked together - applied automatically at checkout. Discounts cannot be combined.

You can book online (is there any other way?) using Visa, MasterCard or Amex, or we can invoice you.



FACILITATOR
Marcus Willis

Marcus Willis is a digital marketing professional and online content creator; he is the founder of digital marketing agency Eight Clients and the force behind the wildly popular @MelbourneToDo Instagram account which has over 90,000 followers.

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COURSE NUTS & BOLTS



What to Bring

Your enquiring mind and your thirst for knowledge. We'll provide you with a workbook and pen, and an inexhaustible supply of lollies. If you do choose to bring a device, there will be power-boards and a wireless network available for you to use.



Catering and Special Dietary Needs

There's a continuous supply of tea and coffee and a proper sit-down lunch to get you through the day. Vegetarian and gluten-free options are available if you let us know when placing your booking. Don't forget to let us know if you have any food allergies.



Certificate of Training

A personalised, framable Certificate of Training will be issued to you on the day.



Refunds and Deferments

If you give us at least **28 days notice** before the commencement date of a course a full refund is available. A deferment is available for medical reasons only (yourself or a dependent) and notice must be given at least **24 hours before** the start-time of the course. Only one deferment is allowed, and it must be used within 3 months of the original course date. A refund option is not offered on an already deferred course.



Course Email Reminder

We'll email you a reminder 72 hours prior to the course start-date.



Have a Question?

Call Marcus on 0438 551 241 or send an email to marcuswillis@eightclients.com.au