



# Facebook Ads 101

This course has been specifically designed to help you optimise your ad campaigns by empowering you with in-depth knowledge and strategies. You will also gain insights into reading reports, monitoring your campaigns as well as increase performance.

The course will also offer valuable tips in developing winning online strategies and an overview of appropriate uses of these powerful Facebook tools.

## What you will learn :

- Introduction to Facebook Ads
- How to identify audiences and target them
- How to set up an advertising account
- Create, develop and manage Facebook ads
- Understand your Facebook advertising options and challenges
- Managing and editing ads and campaigns
- How to access and read reports
- Monitor and measure your Facebook campaign performance



Course Duration: **2 Days**

Time: **9:30am-5:30pm**

Course Fee: **RM2,000+SST**

\*per pax



## Our Certified Trainer :

Johnson Lai has more than 15 years of experiences in Digital Marketing. He plays an active roles as Corporate Digital Marketing Consultant, Digital Marketing Certified Trainer, Social Media Strategist and Speaker.