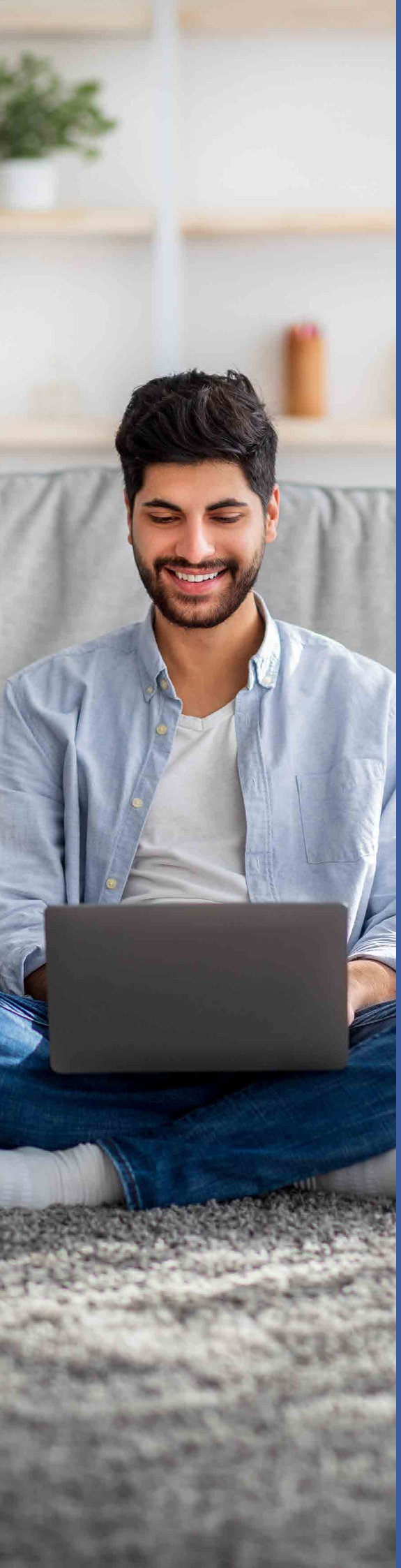
ONLINE MARKETING ACADEMY

Optisage Technology

Facebook Ads for Business

HRDCORP CLAIMABLE

SME 100 Awards FAST MOVING COMPANIES



Course Overview

Unleash the Power of AI-Driven Facebook Ads!

Join our high-impact 2-day advanced course to master campaign optimisation, report analysis, and rapid performance boosting. Unlock winning digital tactics and harness Facebook's most advanced AI tools to dominate your market.

Course Highlights:

- AI-Driven Strategies: Implement cutting-edge tactics to skyrocket your campaign performance.
- In-Depth Optimisation: Supercharge your campaigns with advanced optimisation techniques.
- Report Analysis: Decode complex reports instantly to drive smart, profitable decisions.
- Smarter Targeting: Leverage AI for laser-focused, high-converting audience targeting.
- Powerful Tools: Unlock Facebook's elite toolset to craft unbeatable online strategies.

This programme is built for experienced Facebook marketers ready to scale their results. New to the platform? Start with our Facebook Marketing for Business course to build an unbreakable foundation.

Course Content

» Module 1
The Meta Ecosystem Overview

- Understand how Meta advertising has evolved from manual targeting to AI-driven optimisation.
- Explore Meta's ecosystem, audience reach and why businesses use Meta Ads for growth.
- Understand how Meta's AI algorithm identifies customer intent and improves ad delivery.
- Learn the importance of creative diversification through different formats, visuals and messaging angles.
- Apply the winning formula for successful campaigns: Offer + Creative + Audience + Optimisation.

» Module 3
Campaign Architecture & Walkthrough

- Understand the difference between Boost Posts and Ads Manager campaigns.
- Learn Meta's campaign structure: Campaign, Ad Set and Ad levels.
- Select the right campaign objectives including Awareness, Traffic, Engagement, Leads and Sales.
- Build campaigns using budgets, placements, audience settings and creative variations.
- Explore Meta ad formats including images, videos, carousels, Stories and Reels.

» Module 2
The Era of Meta A.I.

- Understand how AI is transforming marketing strategy, research and campaign execution.
- Explore the capabilities of Meta AI for brainstorming, copywriting, image generation and marketing support.
- Use Manus AI for competitor research, market analysis and ad intelligence.
- Learn practical AI workflows that combine strategy, research and execution.
- Build an Agentic AI process to improve marketing productivity and decision-making.

» Module 4
Re-thinking Audiences

- Understand the customer journey from awareness to conversion.
- Learn the differences between Cold, Warm and Hot audiences.
- Build Saved, Custom and Lookalike Audiences for more effective targeting.
- Use Meta Pixel and customer data to improve audience quality.
- Understand how AI broad targeting uses audience data as signals for better optimisation.

» Module 5
Infrastructure & Data Signal

- Understand the role of Meta Pixel in tracking, optimisation and remarketing.
- Learn how to track customer actions across the buying journey.
- Set up and manage Meta Pixel using Events Manager.
- Test and verify event tracking for accurate reporting.
- Build stronger data signals to improve campaign performance.

» Module 6
Modern Reporting in Ads Manager

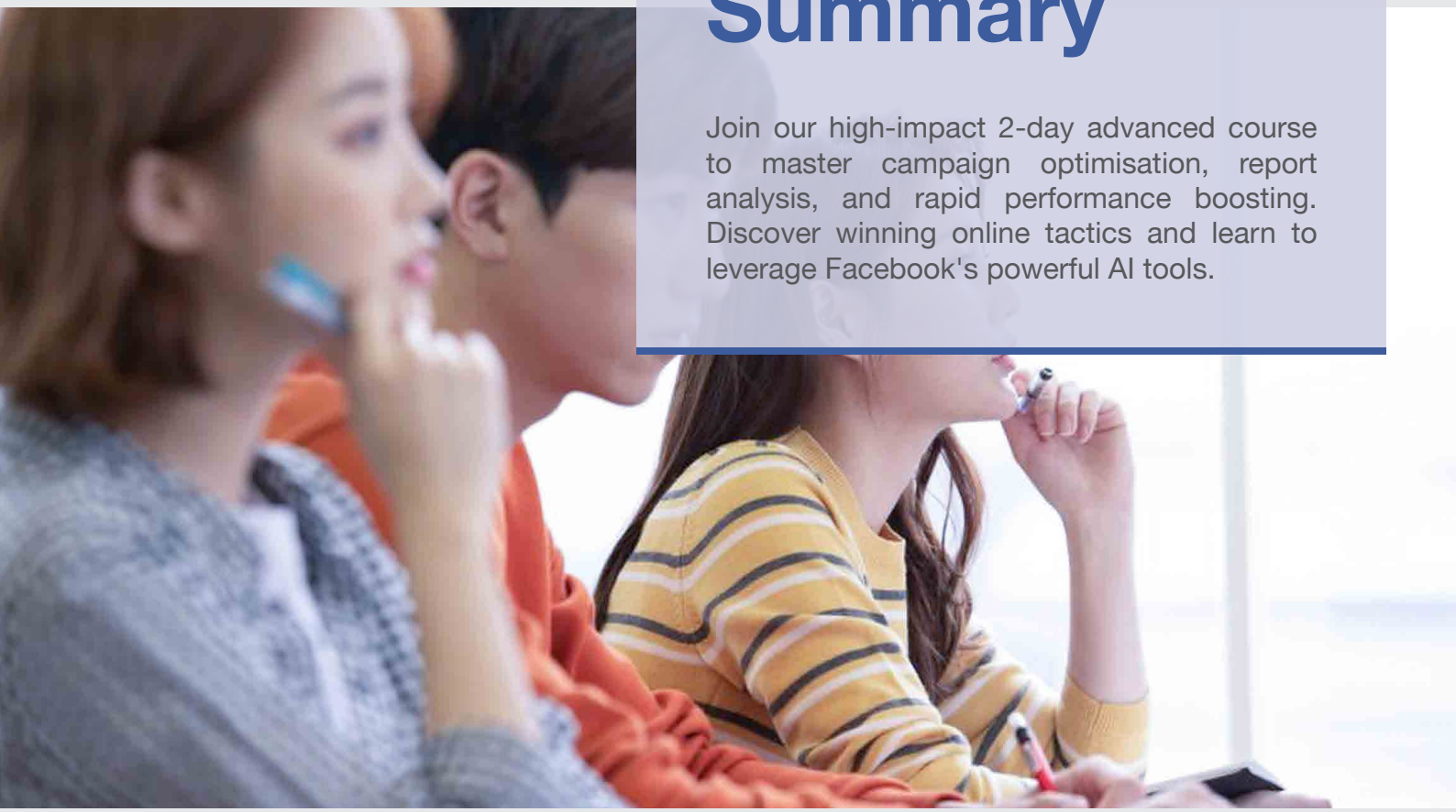
- Navigate Ads Manager reporting tools and dashboards.
- Analyse campaign, ad set and ad performance using key metrics.
- Use filters, breakdowns and date comparisons to uncover insights.
- Create customised reports and performance dashboards.
- Automate reporting for faster decision-making and optimisation.

» Module 7
Scaling & Optimisation

- Use Advantage+ tools to optimise budgets, placements and campaign performance.
- Understand Meta's learning phase and avoid common optimisation mistakes.
- Apply vertical and horizontal scaling strategies to grow successful campaigns.
- Identify ad fatigue and refresh creatives to maintain performance.
- Build complete marketing funnels using landing pages, retargeting and lead nurturing.

Course Summary

Join our high-impact 2-day advanced course to master campaign optimisation, report analysis, and rapid performance boosting. Discover winning online tactics and learn to leverage Facebook's powerful AI tools.



Course Objectives

- Master AI-driven strategies to dominate Facebook ad campaigns.
- Command the role of Facebook Ads within the broader digital marketing ecosystem.
- Build sharp, data-driven decision-making skills for high-precision targeting.
- Navigate and command Facebook Ads Manager with absolute confidence.
- Implement and weaponise the Facebook Pixel for precise tracking and scaling.
- Construct razor-sharp buyer personas for hyper-targeted campaigns.
- Craft magnetic ad copy paired with high-converting visuals.
- Analyse campaign reports to track and master critical KPIs.
- Exploit advanced audience targeting options and advanced techniques.
- Scale proven campaigns while managing your ad budget efficiently.

Course Learning Outcomes

1. Master the core role of Facebook Ads in digital marketing.
2. Harness the power of data-driven decision-making.
3. Execute professional Facebook Ads account setups.
4. Implement error-free Facebook Pixel tracking.
5. Construct comprehensive, data-backed buyer personas.
6. Write engaging ad copy and select high-performing visuals.
7. Identify and track core Key Performance Indicators (KPIs).
8. Deploy advanced audience targeting options.
9. Execute proven strategies for scaling successful campaigns.

Testimonials

Precised content and trainer understands market needs.

Alice Loh
Marketing Manager
SDS Food Manufacturing Sdn Bhd

Through this workshop, I have learned how to use FB post and dark post effectively.

Gan Sheue Qin
Consultant
Talents Tech Mount Austin

Thank you for the very insightful and enlightening session!

Joanne Vaz
Secretary
Country View Berhad

Looking forward to more workshop like this.

Lee Jasmine
Event & Marketing Officer
Daiman Development Berhad

Interesting FB ads strategy sharing. Glad to know more info on this.

Mac
Leasing & Marketing Manager
Daiman Properties Sdn Bhd

Well done, very experience trainer and provide good guidance.

Eric Lim
Director
Seetoo Pest Control Sdn Bhd

Instructor is very good & friendly & full experience.

Loke Jye Yng
Director
ST Stone & Tiles Works Sdn Bhd

I am very impressed with the training methods and ideology. Looking forward to attend more courses conducted by this training center.

Subramaniam
Owner
Prosperous Home Builders (Singapore)

Certified Trainer

Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Martin Tan

HRD Corp Accredited Trainer

Martin Tan brings a multidisciplinary approach to digital marketing, combining his expertise in AI, data optimisation, visual design, publication, and persuasive copywriting. His training goes beyond campaign management, helping students create compelling marketing assets, develop strong brand voices, and integrate creative storytelling with performance-driven strategies to engage audiences and improve conversions.

Course Duration:
2 Days

Time:
9:30am - 5:30pm

Course Fee:
RM2,000 + 8% SST
*per pax

Delivery Method:
Face-to-Face or Online (Zoom)

ONLINE MARKETING ACADEMY

Optisage Technology

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