



# Facebook Ads For Business

Our 2-day advanced course dives deep into campaign optimisation strategies, reports analysis, and performance boosting. You'll also learn winning online tactics and how to leverage powerful Facebook tools with AI.

Join us and improve your Facebook ads skills today!

## What you will learn:

- Role of Facebook Ads for Business in digital marketing
- Importance of data-driven decision making
- Setting up a Facebook Ads account
- Implementing the Facebook Pixel
- Crafting detailed buyer personas
- Writing engaging ad copy and selecting visuals
- Identifying key performance indicators (KPIs)
- Advanced audience targeting options
- Strategies for scaling successful campaigns



Course Duration:

**2 Days**

Time:

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

Course Fee:

**RM2,000+SST**  
\*per pax



## Certified Head Trainer


*HRD Corp TTT Certified Trainer*

Johnson Lai is one of the pioneer Meta Certified Lead Trainer in Malaysia, having passed Meta's rigorous Certified Professional exams for Meta Certified Lead Trainer as well as Meta Certified Media Buying Professional. There are only a handful of individuals to have attained the status of Meta Certified Trainer in Malaysia. In fact, he is the first Meta Certified Trainer in Johor Bahru to have attained this badge!

A Certified Digital Marketing Trainer from the Digital Marketing Institute (DMI) of Dublin, Ireland, Johnson is also one of the few persons authorised to conduct the "Extended Diploma In Digital Marketing" in this region.



CALL OR WHATSAPP FOR DETAILS

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