



## **COURSE: FACEBOOK ADVERTISING FOR BEGINNERS**

Online | 09h00 – 12h00 | R1 620

### **NOT SURE WHAT FACEBOOK PAID ADVERTISING IS? LET US EXPLAIN.**

When you create a post on your company Facebook page, only those who have liked and followed your page will see the post on their timelines. When using paid advertising however, you pay Facebook to show your post or advert to people outside of your follower group; we call this group your target audience.

Your target audience can be carefully chosen based on, for instance, demographics and interests. Age, gender, location, relationship status, favourite sports teams etc. are all aspects of your target audience that can be specified with Facebook paid advertising. This means that you can ensure that your posts and adverts will be seen by more people, but also by relevant people, thus building brand awareness and thoroughly educating these people about the products and services intended for them.

The course on offer will not only teach you how to create and run attention-grabbing Facebook and Instagram adverts, but also how to target your advert sets correctly to ensure that they are in fact seen by the correct people. Targeting an interested audience means that your budget (paid advertising) will not be wasted on people who are unlikely to purchase your products or services like those who do not live or work near your store or business.

**Our training sessions are informal and the course outline is often shaped by the knowledge level of the group. Come armed with questions and we'll answer them!**

### **THE COURSE OUTCOMES INCLUDE BUT ARE NOT LIMITED TO:**

- Understanding Facebook Ads Manager
- Understanding the different types of adverts and their benefits
- Understanding Facebook's advertising guidelines and image guidelines
- Learning to manage your advertising budget
- Learning to identify and target the correct audience
- Learning to monitor and optimise your advertising campaigns



**LET US SHOW YOU HOW**

## WHO SHOULD ATTEND?

The Facebook Advertising for Beginners course is an introduction to Facebook paid advertising but is not necessarily exclusively for beginners; we suggest that those who are interested in taking this course first complete the Social Media Marketing for Business course unless they are already using Facebook Business Manager and managing company profiles on Facebook.

For those familiar with managing Facebook business pages, this course will give your company's social media a real boost; you will learn to use paid advertising in order that your message reaches further than the boundaries of your circle of immediate followers.

## WHAT ELSE IS INCLUDED?

Course material and refreshments are included.

## WHAT TO BRING?

Please bring your laptop along so that you can join in on the practical session. Have the login details for your different social media accounts on hand too.

## WHO ARE THE TRAINERS?

Our trainers are skilled and experienced social media practitioners at Starbright who work on client accounts on a daily basis and take social media very seriously. Due to their vast experience in advertising for multiple industries, our trainers are able to advise you on what strategy is best for your type of business and its unique products and services.

Book today by emailing [socialmedia@starbright.co.za](mailto:socialmedia@starbright.co.za) or call us on 012 004 0080.

## WHAT ARE THE TERMS AND CONDITIONS?

- Once you have booked your place, your invoice will be emailed to you and your booking will be secured after the payment has been made.
- Payments must be made one week prior to the course date.
- No course booking will be confirmed without proof of payment prior to the course date.
- Starbright reserves the right to cancel or postpone any courses without prior notice should there not be the desired amount of course attendees.
- Should the course be cancelled by Starbright, or moved to a date that does not suit you, you will be refunded in full.
- Cancellations must be made one week prior to the course date.  
Upon cancellation you will be refunded 50% of the total course cost.
- Cancellations made after the cancellation date will not be refunded.
- Should the delegate not arrive for the course, fees will be forfeited.
- Should the delegate not be able to make the course, a substitute delegate may take his/her place.



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