

# Paid Social Media Advertising – Facebook, Instagram, X, LinkedIn, Snapchat, WhatsApp, TikTok («PAIDSM»)

Acquire the essential know-how for effective social media marketing campaigns in just one day. Dive in and discover the targeted measures to increase your reach and make the most of your marketing potential.

**Duration:** 1 day

**Price:** 750.–

**Course documents:** Set up course presentation as PDF, live demos, advertising accounts

## Content

- **Why advertise in Social Media?**
  - Benefits and advantages of social media marketing campaigns
  - Learn about the different platforms and differences
  - Understand key performance indicators for campaign evaluations
  - Develop social media campaign strategy
- **Campaign budget planning**
  - Effective budget planning for social media campaigns
  - Define KPIs for own campaigns
- **Setting up paid meta campaigns in Business Manager**
  - Set up meta campaigns in Business Manager on your own
  - Get to know the most important campaign settings
- **Audiences and remarketing**
  - Getting to know custom audiences and lookalike target groups
  - Creating your own target groups for remarketing campaigns
- **Setting up Twitter campaigns**
  - Get to know Twitter campaign options
  - Set up your own Twitter campaign according to best practices
- **Setting up LinkedIn campaigns**
  - Get to know LinkedIn campaign options
  - Set up your own LinkedIn campaign according to best practices
- **Learn about the possibilities of WhatsApp, TikTok and Snapchat**
  - Get to know social media campaigns with Whatsapp and TikTok as an addition
  - Get to know the most important differences to other social media tools
- **Reporting and controlling**
  - Formulate social media strategy
  - Get to know automated reporting and controlling possibilities through further tracking tools

## Key Learnings

- Developing a strategy for paid social media marketing campaigns
- Getting to know the most important KPIs for paid campaigns
- Understanding the business manager's approach to campaign management
- Setting up and evaluating your own social media marketing campaigns
- Tips & tricks for high-performance campaigns along the customer journey

## Target audience

This course is aimed at Marketing Managers and Digital Marketing Employees who would like to evaluate and test the use of Social Media Advertising for their communication measures.

## Requirements

Good knowledge of Social Media is required. As a preparation we recommend the attendance of the following courses:

- [Social Media in Marketing & Communication \(«SMC»\)](#)
- [Facebook for Business \(«FCB»\)](#)
- [Basics for social media platforms in companies](#)
- [Social Media Marketing Starter Kit \(«SOMEKI»\)](#)

## Additional information

**Please bring your own laptop with you.**

You can use it to store what you have seen and learned directly in your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. After registering for the course, please contact [info@digicomp.ch](mailto:info@digicomp.ch).

## Further courses

- [Facebook Advertising \(«FABOOK»\)](#)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/advertising/course-paid-social-media-advertising-facebook-instagram-x-linkedin-snapchat-whatsapp-tiktok](http://www.digicomp.ch/courses-media-communication/digital-marketing/advertising/course-paid-social-media-advertising-facebook-instagram-x-linkedin-snapchat-whatsapp-tiktok)