

# Facebook Advertising («FABOOK»)

With Facebook advertisements, you can reach your target group in a personalized way and without major wastage. Nowadays, large budgets are used in FB-Advertising. In this course, you will get to know the different advertising possibilities on Facebook.

**Duration:** 1 day

**Price:** 850.–

**Course documents:** Course presentation as PDF

## Content

Metaverse is on everyone's lips and Facebook's potential is growing year by year. The number of active users is approaching the 3 billion mark in 2022. Best prospects for companies to reach as many users as never before.

- Introduction to the different advertising formats
- How does the Facebook Ad Auction work? (PMDs and IOs as buying channels are not treated)
- Facebook advertising strategies
- Set up an advertising account on Facebook
- The ad manager at a glance
- What ad levels are there and where do I adjust what?
- Create target groups: Core Audience, Custom Audience, and Lookalike Audience
- Use Facebook pixels to optimize campaigns and create target groups
- Create advertising campaigns
- Why should I use split testing and how do I do it?
- Audience Network: Extending the reach of the Facebook campaign
- How do I switch my Facebook ads to Instagram and what do I need to keep in mind?
- Key metrics to measure and optimize advertising campaigns
- Facebook insights and campaign controlling
- Q&A

## Key Learnings

- Knowing which Facebook ads strategies best support your business goals
- Correct setup of the Facebook Advertising Manager
- Knowing how to build a Facebook campaign
- Knowing the possibilities of target group selection
- Knowing which formats produce good results in which context
- Measuring, evaluating and optimizing the success of a campaign
- Knowledge of which additional possibilities are still open
- The details of this learning objective are the contents of the advanced course «Facebook Ads for Power Users and Agencies».

## Target audience

This course is targeted at employees from companies who have never created an advertising campaign before, as well as people who have already had their first experience with Facebook and now want to know whether you have applied the correct strategy when placing Facebook advertisements for your company. This course is also aimed at people who want to use Facebook to boost their sales, increase brand awareness, get more traffic to your website or reach as many people as possible with your message.

## Requirements

You have basic knowledge of Facebook (Pages, Groups, Posts, Events etc.), see following course. An own Facebook company account and a credit card are necessary to set up the advertising manager. We also recommend that you have an advertising budget of at least CHF 100 so that we can jointly set up a campaign for your company during the course.

- [Facebook for Business \(«FCB»\)](#)

## Additional information

**Please bring your own laptop.**

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).

## 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-facebook-advertising](http://www.digicomp.ch/courses-media-communication/digital-marketing/advertising/course-facebook-advertising)