

# Facebook Advertising

## Course Description

In this micro Facebook advertising course, we'll examine effective ways to boost engagement – including how to define your target audience, choose the right ads for your audience and effective ways to design and build your ad content.

Finally, we'll show you how to test, track and evaluate your ad campaigns using key metrics.

## Learning Objectives

By the end of this course, you will:

- Know how to plan and set up effective advertising campaigns.
- Know how to track and evaluate the key metrics of your campaign.

## Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online.

## Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life

## Further Progression

For a wider overview of Social Media Marketing we have a full course covering that, alternatively if you want to find out about using other platforms to enhance your business offering check out our LinkedIn for Business or Instagram for Business courses.

## Modules

Course	Module Number	Module Name	Pass % Required
Facebook Advertising	1	Facebook Advertising	70

## Recommended System Requirements

- Browser: Up to date web browser
- Video: Up to date video drivers
- Memory: 1Gb+ RAM
- Download Speed: Broadband (3Mb+)

**Duration:** 10 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*