

MEDIA BUYING DIPLOMA

SOCIAL MEDIA ADS TRACK

per session: 4 Hrs

6 Sessions

24 Hours

Digital Advertising Introduction

- Understanding the Media Buying Process
- Bringing Targeted Traffic
- Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process
- Tools Needed

SOCIAL MEDIA MARKETING

Facebook and Instagram

- Understanding Facebook Advertising
- Creating Facebook Page
- Types of Facebook Advertising
- Best Practices for Facebook Advertising
- Understanding Facebook Best Practices
- Targeting in Ad Campaign
- Payment Module- CPC vs CPM vs CPA
- Setting up Conversion Tracking
- Using the Power Editor Tool for Advertising
- Tips & Tricks

Linkedin

- Company Profile vs Individual Profiles
- LinkedIn Advertising & its Best Practices
- Increasing ROI from LinkedIn Ads
- LinkedIn publishing & Company pages
- Advertising on LinkedIn Tips & Tricks

X and Snapchat

- Ads on Twitter & Snapchat
- Creating Campaigns
- Types of Ads
- Video Marketing
- Understanding Video Campaign
- Importance of Video Ads
- Conversions on Snapchat

Tiktok

- Introduction of Tiktok Ads
- Tiktok Campaigns
- How to Create Ads
- Remarketing in Tiktok

MEDIA BUYING DIPLOMA

GOOGLE ADS TRACK

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What is Google Ads?

- Why I should learn Google Ads?
- Google Ads VS Social Media Ads.
- Google Ads campaign types.
- Discover Google Ads dashboard.
- Account setup & verification.

What is search campaign?

- Keyword match types.
- Bidding strategies.
- Quality score.
- Calls campaign.
- Ad Extension types.

What is Display campaign?

- Targeting options.

What is video campaign?

- Types of video campaign.
- Targeting options.
- Reporting & Analysis.
- What is Shopping campaign?
- How to setup products properly?
- What is P.Max campaign?
- Targeting options.

How to write effective ads?

- Audience Signals & Remarketing.
- Optimization & Best practices.
- How to setup conversion tracking properly.
- Ad Extensions types.
- How to setup products properly.
- Reporting & Analysis.
- How to spy on competitor ads.