



❖ **Go Digital Course Content**

• **Facebook & Instagram Marketing Course Outline**

- *Promote Your Page with Boosting*
- *Schedule Page Posts*
- *App Install & Engagement*
- *Reach People near Your Local Business*
- *Video Views & Collect Leads*
- *Integrations for Lead Ads*
- *Increase Brand Awareness*
- *Dynamics Ads*
- *Conversions Ads*
- *Audience Targeting Options*
- *Avoiding Under Delivery of Ads*
- *Audience Insights & Custom Audiences*
- *Facebook Pixel Installation*
- *Creating a Campaign in Ads Manager*
- *Managing Ad Campaigns*
- *Customizing Reports in Ads Manager*
- *Guidelines for Creating Ads*
- *Placement, Schedule & Budget*
- *Minimum Daily Budget for Ads*
- *Biddings & Ad Auctions*
- *Carousel Format*
- *Slideshow*
- *Ad Account Permissions & Role*
- *Facebook Business Manager*