Level *Up*

MASTER YOUR DIGITAL SKILLS

Some marketing – How to interpret meta's data analytics in marketing

Data Analytics, data literacy & data driven decisions
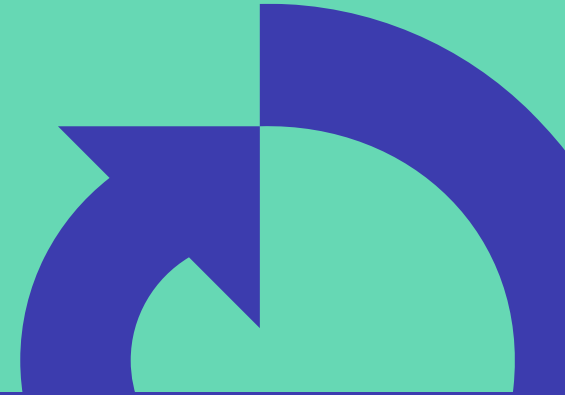
Robocoast

COURSE OVERVIEW

This course provides an introduction to utilizing social media analytics for improving advertising effectiveness. It covers key metrics from Meta, shows how to align them with advertising goals, and includes a practical demo of real ad analytics. It's ideal for small business owners and new marketing team members.

OUR GOALS

1. Learn the valuable insights provided by social media analytics.
2. Understand key metrics from Meta and align them with advertising goals.
3. Improve campaign efficiency through practical data interpretation.

COURSE DESCRIPTION

This course teaches beginners how to use social media analytics to enhance advertising. It covers key Meta metrics, goal alignment, and includes a practical demo.

- Introduction to social media analytics.
- Key Meta metrics explained.
- Aligning metrics with advertising goals.
- Practical demo of real ad analytics.
- Understanding valuable insights from analytics data.
- Enhancing advertising effectiveness through data-driven decisions.
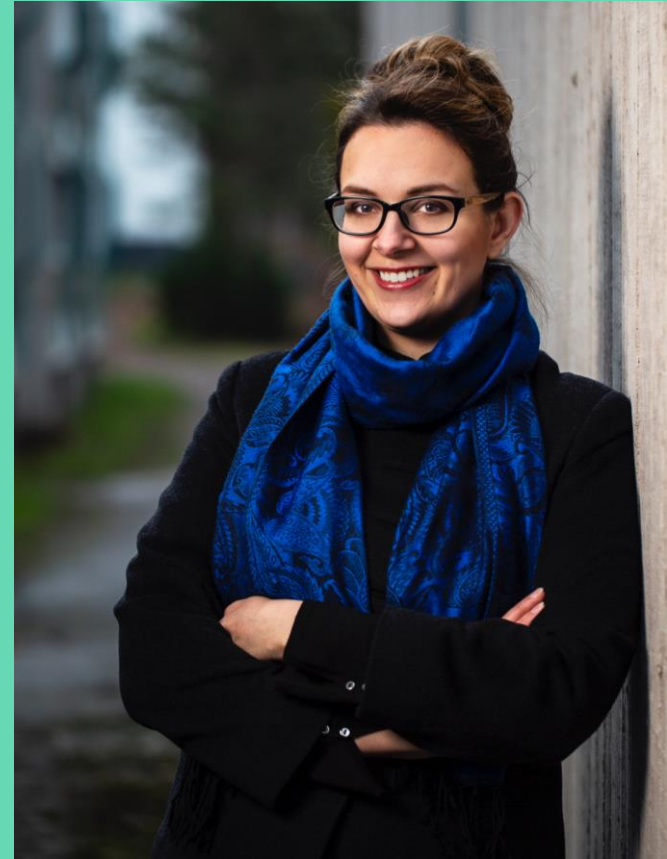- Improving campaign efficiency and achieving better results.

COURSE INFO

Location	**Online, Microsoft Teams**
Date	**18.6.2024**
Time	**8:00-9:00**
Duration	**1 hour**
Cost	**Participation is fully funded by the European Union, within the framework of the Level Up project.**

Susanna Lahtinen

Susanna Lahtinen, CEO of CYF Digital, is an expert in digital marketing and services, dedicated to advancing the digital marketing skills of small and medium-sized enterprises (SMEs). With years of experience in the field, Susanna is known as an inspiring and clear trainer who excels at making complex concepts understandable and practical.

Level Up

Enroll Now

CONNECT WITH US

Anna Saari
anna.saari@prizz.fi

VISIT US AT

robocoast.eu

VISIT US AT

levelup-skills.eu

CONNECT WITH US

Co-funded by
the European Union