



MASTER YOUR DIGITAL SKILLS

Some marketing –
How to create an
effective some ad

Data Analytics, data literacy & data driven decisions

Robocoast

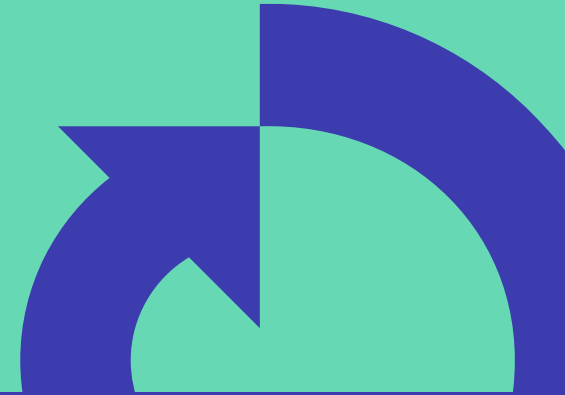


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COURSE OVERVIEW

Learn to create effective social media ads through this beginner-friendly training. You'll master setting advertising goals, defining target audiences, and tracking key metrics. The course includes a practical exercise to create ads for Facebook and Instagram, guided step-by-step by an expert instructor. Ideal for entrepreneurs, marketing professionals, and curious learners.



OUR GOALS

1. **Understand Ad Basics:** Gain foundational knowledge in designing and implementing effective social media ads.
2. **Define and Reach Target Audience:** Learn to accurately define your target audience to ensure your ads reach the right people.
3. **Track and Measure Success:** Identify and utilize key metrics to evaluate the performance and success of your social media ad campaigns.

COURSE DESCRIPTION

Learn to create impactful social media ads with our beginner-friendly training. Gain practical skills in setting advertising goals, defining target audiences, and tracking key metrics. Through a hands-on exercise, you'll create ads for Facebook and Instagram, guided by our expert instructor.

- **Setting Advertising Goals:**

Learn to define clear, measurable objectives for your social media ad campaigns.

- **Target Audience Identification:**

Understand how to accurately identify and segment your audience for maximum impact.

- **Key Metrics and Analytics:**

Discover the essential metrics to track and analyze the performance of your ads.

- **Practical Ad Creation:**

Get hands-on experience in designing and implementing ads on Facebook and Instagram, following step-by-step guidance.

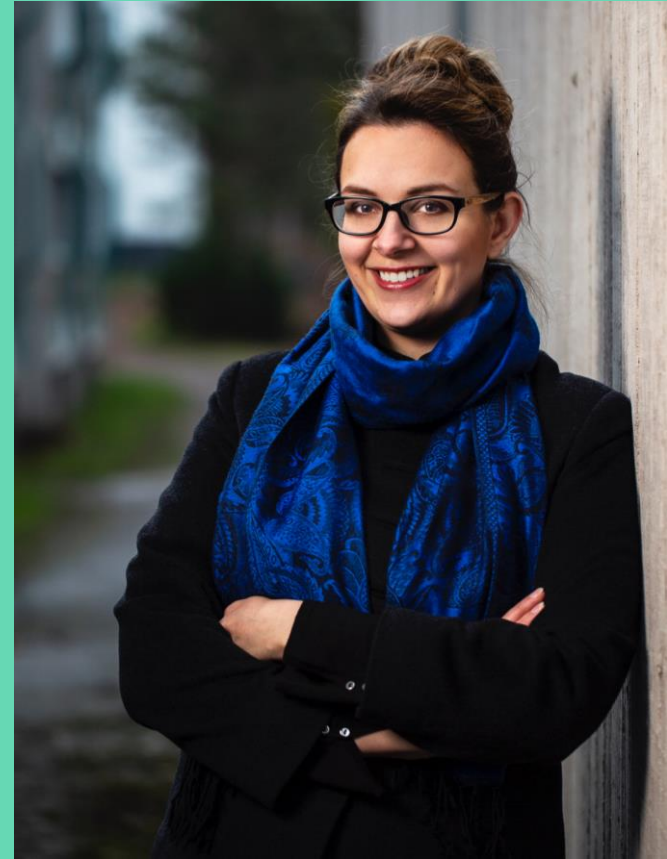
COURSE INFO

Location	Online, Microsoft Teams
Date	6.6.2024
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.



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This document was produced in the course of the Level Up project, which received funding from the Digital Europe Programme (DIGITAL) of the European Union under Grant Agreement no 101100679.

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