केन्द्रिय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE
AN AUTONOMOUS INSTITUTION REGD.BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT.OF INDIA
REGD.By NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT.OF INDIA
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES(MSME),GOVT.OF INDIA
An Autonomous Organization works for IT,HRD & Litracy

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Govt. of India
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Certificate in Facebook Ad Campaigns

This course will establish you as an expert in Facebook Ads Manager. Learn how to structure campaigns in Ads Manager by selecting ad objectives, target audience, budget, and placement that fit your unique goals. Learn to create and manage ads across Facebook and Instagram and evaluate and optimize the results of your Ads Manager campaigns. You will end the course by creating an actual ad campaign in Facebook Ads Manager to expand not only your knowledge, but your social media marketing portfolio.

By the end of this course, you will be able to: • Structure campaigns in Facebook Ads Manager • Identify the major components and elements of an ad in Facebook Ads Manager • Build an ad that aligns with your marketing objectives and target it to your intended audience • Set a budget, placement, and schedule for your ads in Facebook Ads Manager • Edit and troubleshoot your ads in Facebook Ads Manager This course is intended for people who want to learn how to use Facebook Ads Manager to create, manage and optimize campaigns on Facebook and Instagram. Learners don't need marketing experience, but they have basic internet navigation skills and are eager to participate and connect in social media. Learners must have a Facebook account and an Instagram account helps. Ideally, learners have already completed the four previous courses in this program.

Certificate in Facebook Ad Campaigns

- Facebook Lead Gen Tutorial
- Getting Started With Facebook Ads: Your First Steps to Success
- The Dollar-a-Day Facebook Ads Strategy