



# Social Media Advertising Course

A 5 Star Rated course from the  
Marketing experts





# Social Media Advertising Course

This is a one day training course for organisations looking to take advantage of the social media advertising. It covers the essentials of creating and managing effective social media advertising campaigns

## Introduction

In this one day we will give you a greater understanding of the social media platforms advertising.

We will show you how to structure your ads and target your audience to deliver effective campaigns.

How to read results and optimise your future campaigns.

## Who would benefit from this course?

This training course is ideal for anyone who wants to use Facebook, Twitter, LinkedIn and other social media channels for a company or organisation.

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £690 and Online course from £590. Please email or call us with your preferred venue, number of delegates and any requests.

You might have some experience of using Social Media, but it is not necessary for the course.

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

I really enjoyed the [Social Media Advertising] course and learnt a lot.

I learnt quite a few nice tips and tricks to apply to our social channels.

Looking forward to applying what I've learnt today to the company I work for!"

Lyba Nasir  
Shepherds Friendly Society





# Social Media Advertising

## Course Outline

This Course will teach you how to set up, manage and monitor your Social Media advertising.

### Introduction to Social Media Advertising

- What is social media advertising and why can't it be ignored?
- Planning a campaign: including choosing the right platform

### Managing Your Expectations

- Ensuring that you / your clients have the best content available
- Why a good website is essential
- What is a sufficient budget?

### Planning a Campaign Strategy

- Creating objectives
- What works for your niche?

### Understanding How Each Channel Works

#### Linked In Ads

- 'Campaign Manager'
- Choosing the right ad Targeting
- Setting a budget and managing it
- Measuring and maximising your campaign

#### Facebook & Instagram Ads

- Business Manager / Ads Manager
- The importance of quality content
- Types of campaign
- The Facebook Pixel
- Monitoring Results

### Targeting

- How to get your audience right
- How to create an on going dialogue using ads.
- Retargeting ads

### Creating Quality Content

- Images vs video
- Crafting quality copy that leads to engagement

### Reading The Results & What To Do Next

- Interpreting advertising data
- What to do if your adverts aren't delivering
- Staying on the "right side" of Facebook, Instagram & LinkedIn

Google

5.0 ★★★★★

Great course content delivered in an easy to understand, digestible format.

Very up to date and great pace of course.

Laura Mylotte  
Life Leisure

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.





## Social Media Advertising Course

### Why Choose M Training's Essentials of Social Media Advertising Training Course

- Run by a Social Media expert who runs social media campaigns for many companies, agencies and organisations
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Private, one to one and group courses
- Delivered at our offices in Manchester or yours anywhere in the UK
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

### Private and One-to-One Courses

One-to-one and private group courses are available from £690 for a one day classroom course and £590 online course.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

Private courses can follow our standard course outline as detailed in this document or we can tailor the content based on your requirements.

### How to book

**To reserve your place on our 1 Day Social Media Advertising course, simply send us an email or give us a call.**

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

**We offer group booking discounts for two or more delegates.**

The [social media advertising] course was extremely insightful and enjoyable. Sarah was brilliant! Thank you 😊

Jenna Holt  
Rainbow Cosmetics