Facebook and Instagram Ads

The rapidly evolving Meta ecosystem (Facebook, Instagram, Messenger, and Audience Network) means that advertising across these channels now requires more than just a basic knowledge of Ads Manager. It demands an understanding of automation, first-party data, new tools, and current creative trends.

The "Facebook & Instagram Advertising" training is an intensive, live online workshop where participants learn the current principles of Meta Ads, how to properly structure campaigns, choose the right objectives, define targeting and budgets, and analyze performance using key metrics.

Participants work on real examples, case studies, and industry best practices, learning step by step how to build campaigns that deliver measurable business results. This training is ideal for those who want to start working with Meta Ads or structure and strengthen their existing knowledge.

Training recipients

The training is designed for individuals who:

- are just starting to work with Meta Ads and want to learn how to build campaigns correctly,
- have mainly used the "Boost Post" option and want to move to working in Ads Manager,
- work in marketing, social media, e-commerce, sales, PR, or within an agency environment,
- want to better understand how Meta Ads fits into a broader digital marketing strategy,
- need a structured, step-by-step process – from pixel setup and campaign structure to analysis and optimization.

No advanced technical knowledge is required. The training guides participants from absolute basics through to independently setting up their first campaign.

Benefits

- A clear understanding of how advertising on Facebook and Instagram works, and how to effectively use Ads Manager.
- The ability to independently create campaigns — from selecting the right objective, through audience targeting, to budget planning.
- Knowledge of how to collect and leverage data to help Meta optimize ad delivery and performance.
- Practical guidance on creating engaging ads (video, images, Reels) and evaluating which creatives perform best.
- The ability to analyze results and continuously optimize campaigns to achieve stronger and more efficient outcomes.

Training program

1. Welcome and Introduction
- Quick participant introductions
- Review of prior experience with Meta Ads (Boost Post vs. Ads Manager)
- Defining expectations and goals for the training

2. The Meta Ads Ecosystem 2026
- Facebook, Instagram, Messenger, Audience Network
- Meta Business Manager / Business Suite – roles, security, domain setup
- Advertising policies, sensitive content, EU consent requirements, AI content safety
- "Boost Post" vs. Ads Manager – differences and strategic implications

3. The Role of Meta Ads in a Digital Strategy
- Meta vs. Google, TikTok, LinkedIn – strengths and positioning
- Performance vs. brand objectives (what Meta does best)
- First-party data, Pixel, API – a necessity, not an option
- Automation as the new standard: Advantage and Advantage+

4. Hands-on Workshop – Building a Campaign from Scratch
- How to properly structure a campaign based on best practices and expert experience
- How many campaigns and ad sets to run – avoiding budget fragmentation
- Choosing the right objective for specific scenarios
- Budgeting, scheduling, and bidding strategies
- Broad targeting – when does it work best?
- Interests and behaviors – selection criteria and evaluation (case studies)
- Custom Audiences
- Lookalike Audiences – how to build strong and stable segments
- Remarketing (abandoned cart, incomplete forms, Instagram engagement)

- Launching the first campaign

5. Data Setup in Meta

- Meta Pixel configuration (latest updates in event tracking)
- Conversion API – implementation models, CMS integrations, GTM
- Event prioritization

6. Creative – Latest Changes and Trends (Reels, UGC, AI, Ad Structure)

- Ad formats: Reels, Stories, Feed, carousels, collections
- What works in creatives today?
- Advantage+ Creative – what you control vs. what the algorithm optimizes
- Group analysis of campaign examples

7. Campaign Analysis and Optimization

- Key metrics (CPC, CTR, CPM, CR, CPA, ROAS)
- Custom column sets and reporting
- Breakdowns: placement, device, gender/age, location
- Diagnosing and solving common issues
- Connecting data with GA4 and other analytics tools

8. Trends – Meta Ads in Constant Evolution

- Meta Ads trends in 2026
- Q&A session

Expected preparation of the participant

No prior preparation or specialized background is required.

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Language

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