N | TRAINING

ADVERTISING AND SPONSORED CONTENT ON SOCIAL MEDIA

DESCRIPTION

As the organic reach of posts on social media platforms continues to decline, mastering advertising tools becomes increasingly crucial. This course is designed to help you leverage these tools to reach a larger audience and precisely target users based on demographics, interests, or professional experience. By developing and optimizing your amplification strategy, your organization can gain a competitive edge. This course includes practical exercises using your organization's platforms.

LEARNING OBJECTIVES

- Explore the advertising tools available on Meta (Facebook, Instagram), LinkedIn or X, including configuration options and ad formats.
- Select campaign objectives that align with your business and communication goals.
- Demystify targeting strategies and ad placement techniques.
- Learn best practices for copywriting and visual content creation in advertisements.
- Understand best practices for naming conventions and managing advertising accounts effectively.
- Analyze performance data using dashboards and performance report templates to optimize future campaigns.

TARGET AUDIENCE

- Employees and managers in communications, human resources or marketing
- Community Managers
- Content Strategists

DURATION

1.5 to 2 hours, depending on the number of accounts