

Facebook Ads **ADVANCED**



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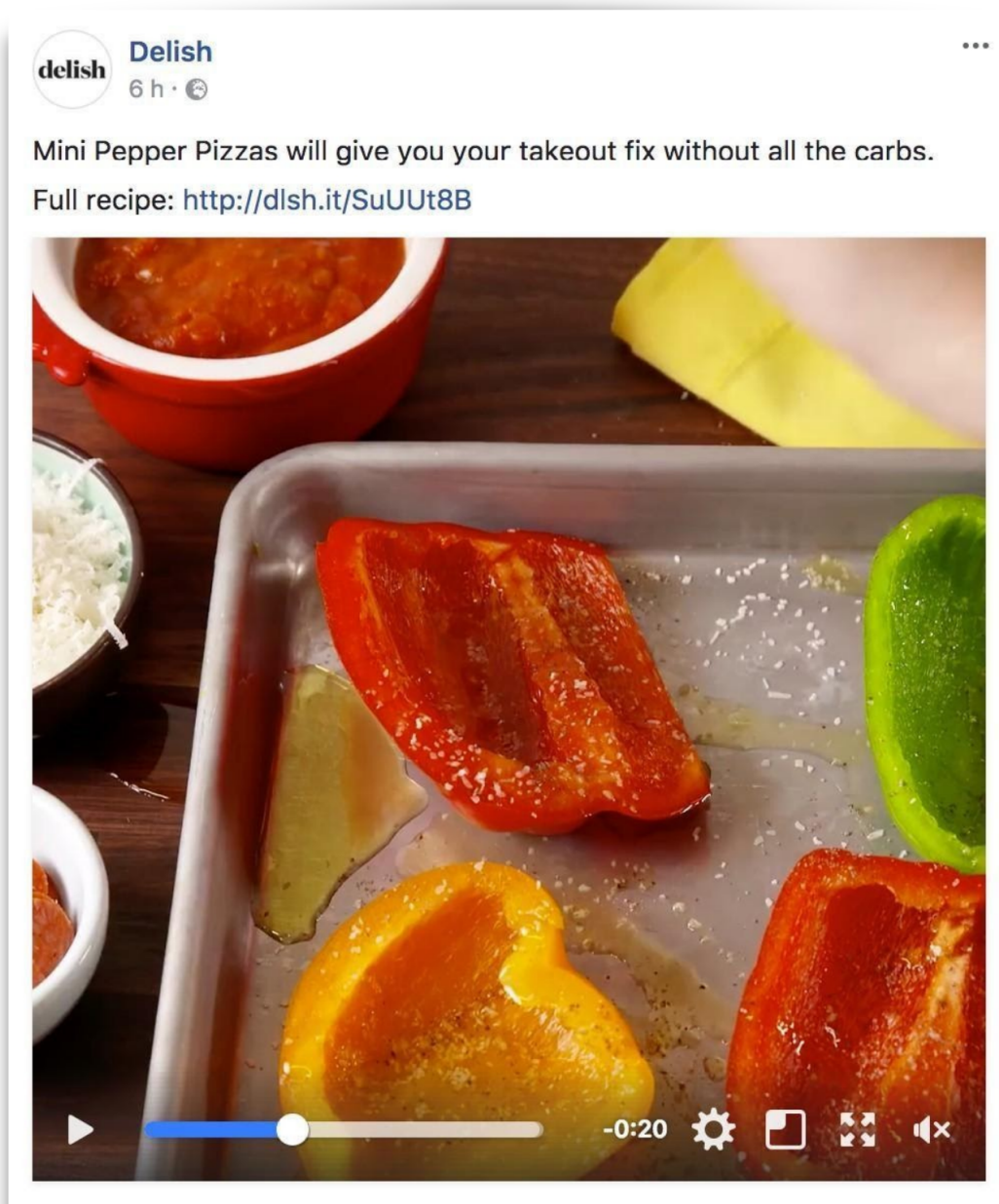
Want to become a Facebook Ads expert?

Facebook ads Mastery 2021 Advanced Training is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE and SCALE the business to 6 figures and more!

Take a step in the right direction with your life and business... Learn how Facebook ads will make your businesses a household name!

Who can attend the training session?

Social media influencers, entrepreneurs, professionals and any organizations that have a basic knowledge of Facebook ads and want to absolutely crush it.



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Module 1: Stellar Examples of High-Converting Ads

- ✓ Tips to help you write Facebook ad that convert
- ✓ Choosing the right Facebook ad placement
- ✓ High-converting Facebook ad creative

Goal: “Getting traffic is easy with a right ad copy. Improving your conversion rates, however – not so easy! Ensuring your ads are eye- catching in order to improve your click-through rate requires improving ad copy that lasers in on your target audience.”

Module 2: Advanced Strategies to Increase Facebook Ads ROI

- ✓ Retargeting strategy using customs audiences
- ✓ How to optimize Facebook pixel for better performance
- ✓ Split Testing

Goal: “Facebook ad optimization tips & hacks that really help you take your campaign to the next level. These strategies will lower your cost per click and cost per purchase.

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Module 3: Facebook Ads Analysis Performance Strategy

- ✓ Understand the Facebook ads key metrics
- ✓ How to Manage Facebook ads performance to combat ads fatigue
- ✓ When to stop the ad
- ✓ Facebook ads reporting

Goal: “You’ll learn how to analyze and manage your Facebook advertising results so that you can continually improve the performance of your campaigns.”

Module 4: How to Scale Facebook Ads Campaigns to 6 Figures & More.

- ✓ Understanding your ROAS (return on Ad spend) targets
- ✓ When to scale a profitable campaign
- ✓ Learn how to leverage lookalike audiences

Goal: “I will show you proven scaling strategies that you can put into action in order to scale your Facebook ads campaigns.

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Module 5: How to Avoid Facebook Ads Account Closure

- ✓ Understanding FB policies to reduce risk of being shut down

Goal: “As a marketer or business owner running ads on Facebook, you run the risk of losing your Facebook ad account permanently. I will share all the mistakes that will get your Facebook Ad account shut down.”



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