

## Facebook's Ads Manager – Unlocked

Content	Time
Registration	8:30
Welcome Introduction to Facebook's Ads Platform Review of campaign types Sponsored campaigns in Mauritius	9:00 - 10:00
Tea/Coffee break	10:00 - 10:15
How to create smart campaigns on Facebook - From A to Z How to create different campaigns Full overview and the use of ad sets The different ad types on Facebook Targeting options via examples Estimate and choose your audiences	10:15 - 12:15
Lunch break	12:15 - 1:15
Facebook pixel - create and implement Facebook audiences - how to create and use Ad Don'ts Ad Do's	1:15-3:15
Tea/Coffee Break	3:15-3:30
Reports and analysis - how to download and what to look at Campaign optimization The good, the bad and the ugly - Ad examples	3:30 - 4:30
Q & A	
Summary	4:30 - 4:45

**Investment for the day: Rs 9,900**