

## BUSINESS MANAGER SETUP & OPTIMISATION

- Correctly setting up the Facebook Pixel
- Key features of Facebook for business
- Instagram integrations for advertising
- Using the audience insights tool to your advantage
- Knowing the site, campaigns, ad sets and ads
- Correctly setting up your Ad Manager account

## YOUR GOALS

- Setting great goals for Facebook and Instagram advertising
- Setting a KPI
- Understanding and creating your CPAs

## BUDGETING

- Testing your budgets
- Setting limits and measurements
- Optimal delivery types and ad scheduling

## DEVELOPING YOUR FUNNEL

- Using your ads to drive awareness, reach, website clicks, enquiries
- Facebook remarketing options
- URL tracking and data collection

## YOUR CUSTOM AUDIENCES

- Leveraging your CRM & marketing software to create highly effective custom audience segments
- Website retargeting
- Dynamic Ads for real estate
- Syncing custom audiences with CRM lists
- Formatting data for custom audience upload

## AD PLACEMENT OPTIONS & OPTIMISATION

- Which placements to use and why for specific audiences and campaigns
- What's coming to Facebook & Instagram... new placement options that are on Facebook's roadmap

## THE TYPES OF ADS YOU CAN RUN AND WHY

- When to use Carousel, single image and/or videos
- Best practice ad formats for the various types of campaigns in a real estate business

## CREATIVE OPTIONS

- Case studies of successful advertising campaigns
- How to use audiences insights to develop creative concepts
- Design tips and tools
- The 20% rule
- AB testing creative concepts

## WEBSITE OPTIMISATION & LANDING PAGES

- Optimising your website calls-to-action
- Landing page creation and tools
- Google Analytics setup and reporting templates

## RINSE AND REPEAT

- Understanding your data to make improvements
- Changing your creative to grow your ROI
- AB testing to improve
- Event conversions
- Offline measurement
- Online tools to help your ROI
- Integrations with Facebook advertising

## NOW WHAT?

- Growing your brand through advertising
- Scaling your advertising efforts
- Automate your learning
- Applying your learning to new each department in your business i.e. property management, sales, projects

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