

12 Core Meta Ads Areas

01. Meta Ads Fundamentals

- What are Meta Ads?
 - Facebook vs Instagram advertising
 - Meta advertising ecosystem
 - Organic vs paid marketing
 - Meta Ads terminology
 - Campaign objectives
 - Customer journey & advertising funnel
 - When should a business use Meta Ads?
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02. Meta Business Setup

- Facebook Page
 - Instagram Business Account
 - Meta Business Portfolio
 - Ad Account
 - Business assets
 - Page & Instagram connection
 - Payment methods
 - Account access & permissions
 - Basic account security
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03. Campaign Structure

Understand the three levels of Meta advertising:

Campaign → Ad Set → Ad

Learn:

- Campaign settings
 - Campaign objective
 - Ad Set settings
 - Audience
 - Budget
 - Placements
 - Ad creative
 - Ad copy
 - CTA
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04. Campaign Objectives & Lead Generation

Understand campaign goals such as:

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Practical focus on:

- Lead Generation
 - Website Leads
 - WhatsApp Leads
 - Calls
 - Sales campaigns
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05. Audience Targeting

Learn how to find and target the right customers.

- Location targeting
- Age
- Gender
- Language
- Demographics
- Interests
- Behaviors
- Detailed targeting
- Broad targeting
- Custom Audiences
- Lookalike Audiences
- Retargeting audiences

06. Meta Ad Creative Strategy

Learn what makes people stop scrolling.

- Image Ads
- Video Ads
- Reels Ads
- Carousel Ads
- Story Ads
- UGC-style creatives
- Hooks
- Headlines

- Primary text
- CTA
- Offer positioning

Creative Framework

Hook → Problem → Solution → Benefit → Proof → CTA

Students create multiple creative variations for testing.

07. Lead Generation Campaigns

Learn how to generate leads for different businesses.

Example Businesses

- Real Estate
- Digital Marketing Institute
- Education
- Healthcare
- Restaurants
- Local Services
- E-commerce

Learn:

- Instant Forms
 - Website Lead Forms
 - WhatsApp
 - Call campaigns
 - Lead qualification questions
 - Conditional questions
 - Thank-you screens
 - Lead follow-up process
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08. Meta Pixel & Conversion Tracking

Understand how to measure what happens after the ad click.

- Meta Pixel fundamentals
- Events
- Website tracking
- Lead events
- Conversion tracking
- Event setup

- Tracking concepts
- UTM parameters
- Basic troubleshooting

Students understand the difference between:

Ad Click → Landing Page Visit → Lead → Qualified Lead → Sale

09. Campaign Budget & Bidding

Learn how to plan advertising budgets.

- Daily budget
- Lifetime budget
- Campaign budget
- Ad set budget
- Budget allocation
- Cost control concepts
- Bidding concepts
- Scaling fundamentals

Practical Exercise

Create a campaign plan for:

₹1,000/day

Students decide:

- Campaign objective
 - Audience
 - Number of ad sets
 - Creative variations
 - Budget allocation
 - Expected KPIs
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10. Meta Ads Analytics

Learn how to read campaign results.

Important metrics:

- Impressions
- Reach
- Frequency

- CPM
- Link Clicks
- CTR
- CPC
- Leads
- CPL
- Conversion Rate
- Cost per Result
- ROAS

11. Optimization & Scaling

Learn how to improve campaigns.

- Creative testing
- Audience testing
- Copy testing
- Landing-page testing
- Budget optimization
- Poor-performing ad analysis
- Lead-quality analysis
- Retargeting
- Scaling concepts

Optimization Framework

Test → Analyze → Improve → Retest → Scale

12. AI-Powered Meta Ads

Use AI to accelerate the advertising workflow.

- Audience research
- Customer persona creation
- Ad copy
- Hooks
- Headlines
- Creative ideas
- Reel scripts
- Offer ideas
- Competitor research
- Campaign analysis
- Reporting
- Optimization suggestions