



Leadgen

Followers

Traffic

Sales

# Advanced Facebook Ads Course with AI Tools

LATEST EDITION

By Janardhan Nagaiahgari



# Janardhan Nagaiahgari

8+ Years Exp. Certified Growth Marketing Professional



Worked for 150+ Global & Domestic Brands



1550+ Students Trained



50+ CR Budget Handled



16,000+ Leads generated



5X ROAS So far



2M+ App Downloads

# Who Can Learn?



Students or Beginners

Business  
Owners/Entrepreneurs

Web Developers & Designers

Content Creators Writers

Marketing Professionals

Work from Home Enthusiasts



# Job Opportunities/Month



5000+ Jobs

Bangalore

6500+ Jobs

Hyderabad

4500+ Jobs

Chennai

8000+ Jobs

Mumbai

**~Rs. 2,40,000/-**  
Fresher Avg. Salary

**~Rs. 50,00,000/-**  
Social Media Head Avg. Salary

# Digital Marketing



01

Existing Business Owner or  
New startup Plans

Looking for Customers  
or Sales

02

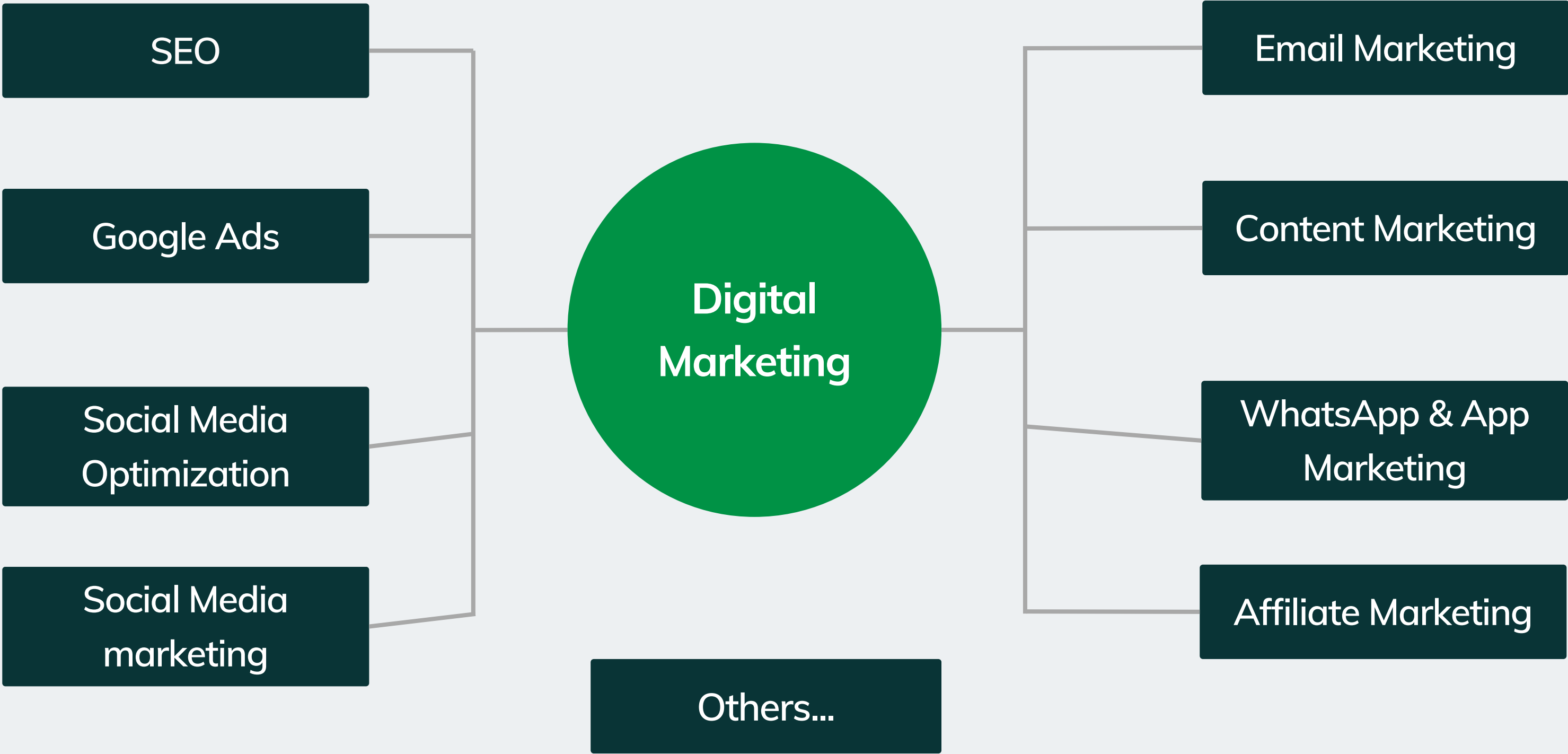
03

Digital Channels Such as Google,  
social media & others

Leads or Sales

04

# Digital Marketing Universe



# Social Media Universe



**2,900,000,000+ Active Users**

Users to connect with friends, share updates, photos, and videos.



**900,000,000+ Active Users**

Professional networking platform for career development, business connections, & industry networking



**2,000,000,000+ Active Users**

Photo and video-sharing platform where users can post content & Engage



**498000000+ Active Users**

Discovering and saving ideas, primarily through visual content such as images & infographics.



**528300000+ Active Users**

Microblogging platform where users share short messages (tweets) & Engage



**3,030,000,000+ Active Users**

Multimedia messaging app known for its disappearing messages and short-lived photo and video Stories.

# Social Media **Marketing**

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It using social media platforms to promote products, services, or brands.



Strategy Development

Audience Engagement

Content Creation & Curation

Analytics and Insights

Platform Selection

Paid Advertising

Influencer Marketing

Influencer Partnerships

Social Media Contests

Social Listening



# Personal Vs Business Profile

Key Differences Between them



## Feature 1

## Feature 2

## Feature 3

## Feature 4

### Personal

Intended for  
Individuals

Share personal  
updates, photos,  
videos, and other  
content

Control who can see  
their posts, friend  
requests, & other

Connect with others  
by sending &  
Accepting friend  
requests

### Business

Intended for  
Businesses,  
Brands, or  
Organizations

Sharing  
information about  
products, services,  
industry updates,  
promotions,

Track performance  
metrics, audience  
engagement

Paid advertising  
and promoted  
posts, to reach a  
larger audience.

# Ad Account in Meta

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Create, manage, and run Advertisements on the Ad platform. When you create a Facebook ad, you need to associate it with an ad account.



Ownership

Pixel Integration

Access Levels

Analytics and Insights

Billing

Ad Reporting

Campaign Structure

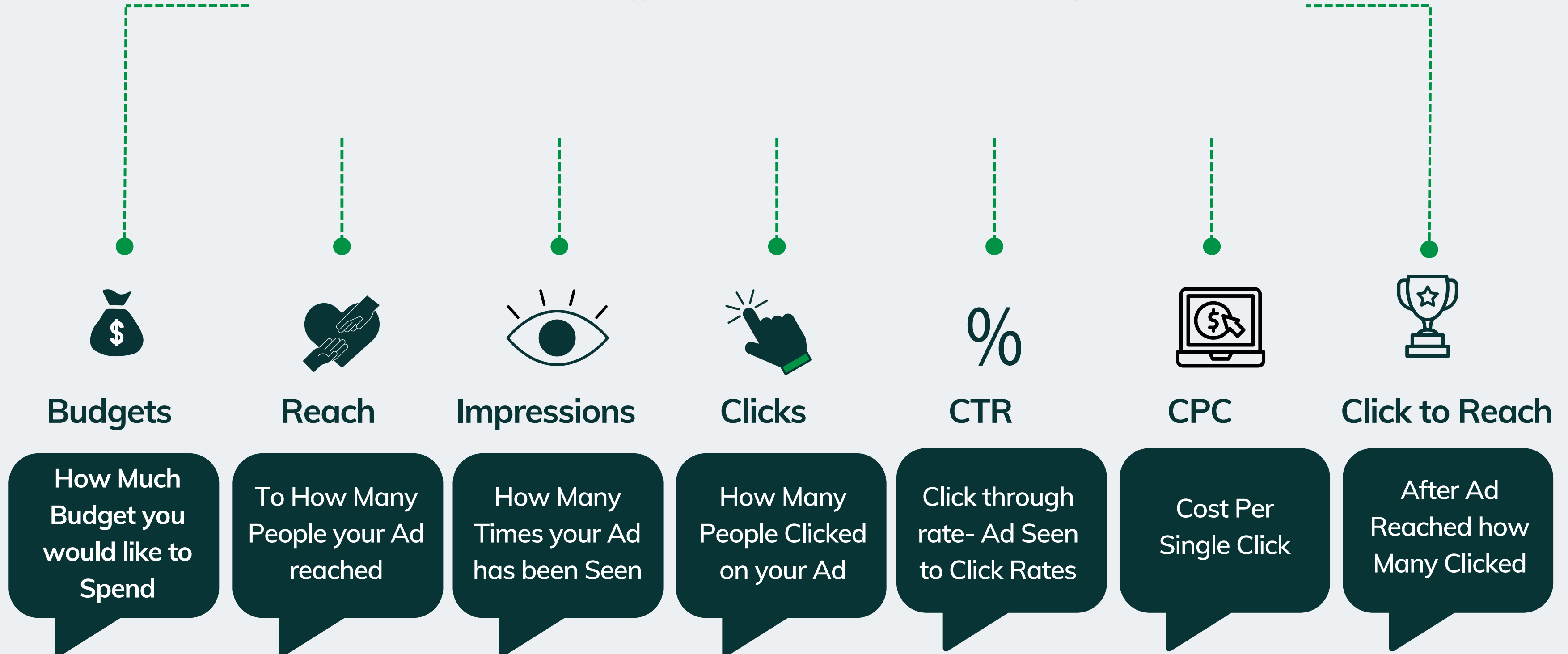
Commerce Manager

Audience Targeting

Brand Advocacy

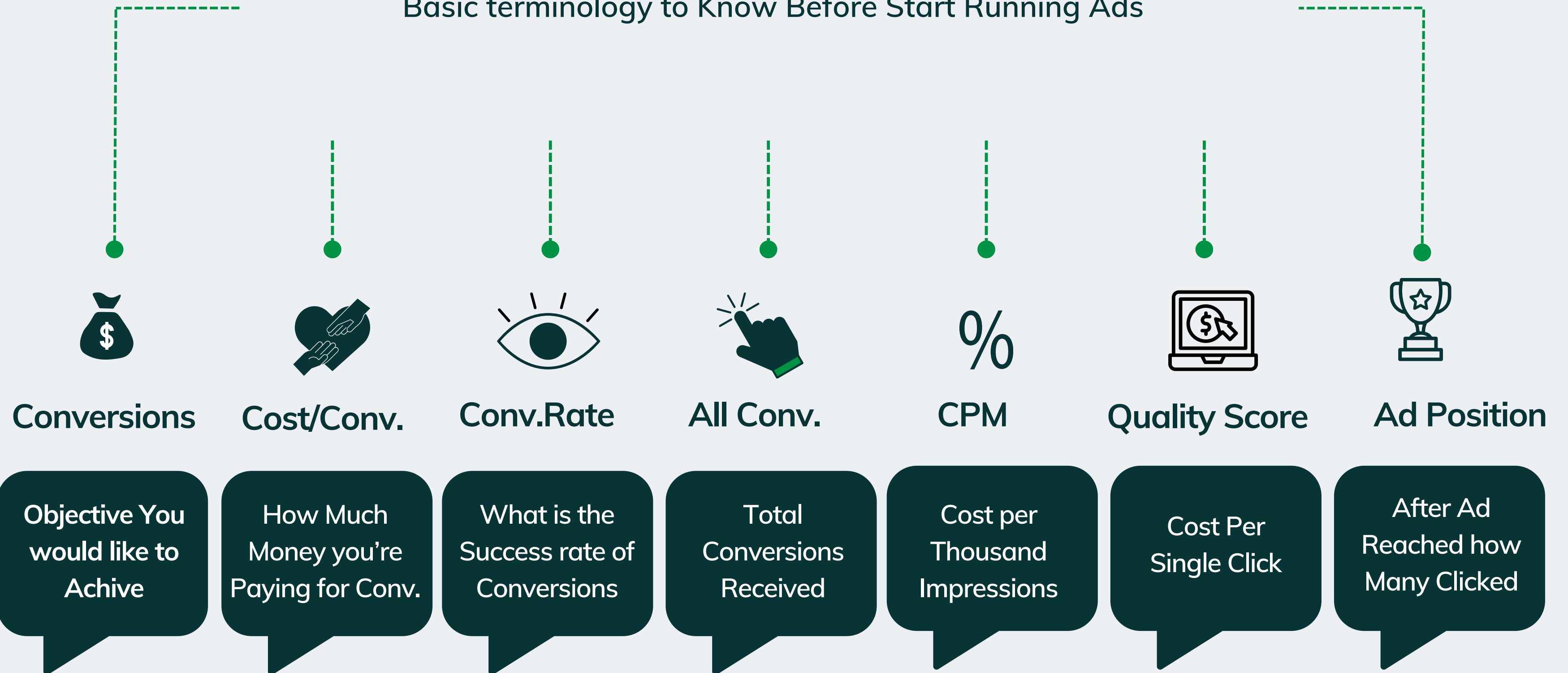
# Fundamentals of Ads

Basic terminology to Know Before Start Running Ads



# Fundamentals of Ads

Basic terminology to Know Before Start Running Ads



# Ad Account Structure



- Budget
- Bidding Strategies
- Special Categories
- Auctions
- Scheduling
- A/B testing

Campaign



- Target Audience
- Placements
- Timelines
- Frequency Capping
- Biddings

Ad Sets



- Page Selection
- Ad Copies
- Call to Actions
- Lead forms
- Conversion Tracking
- CRM

Ads



# Ad Campaigns in Meta

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Promotional Activity with some objective to be achieved



Objective Selection

Conversion Actions

Bidding

Location

Audience Manager

Scheduling

Campaign types

Placement Selection

Networks

languages

Ad Rotation

Campaign URL's

## Meta Ads Campaign Objectives

01	Online Sales	Aimed to Get More Online Sales for Commerce Businesses
02	Website Traffic	Aimed to Get More Qualified targeted Users to website
03	App Promotion	Helps Businesses to get More App Installs & App Conversions
04	Awareness	Businesses Can reach wide range of audience with Minimal Budget
05	Product & Brand Consideration	Can showcase newly launch products to right audience and explore
06	Campaign without Goal	No Objective in mind, launching campaign with No Goal

## Special Ad **Categories**

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Address certain legal and regulatory requirements and provide additional safeguards for users in specific categories.



Housing

Employment

Credit

Social Issues

Ad Schedulings

# Ad Auction

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Advertisers bid for the opportunity to have their ads displayed to a target audience.



Ad Space Availability

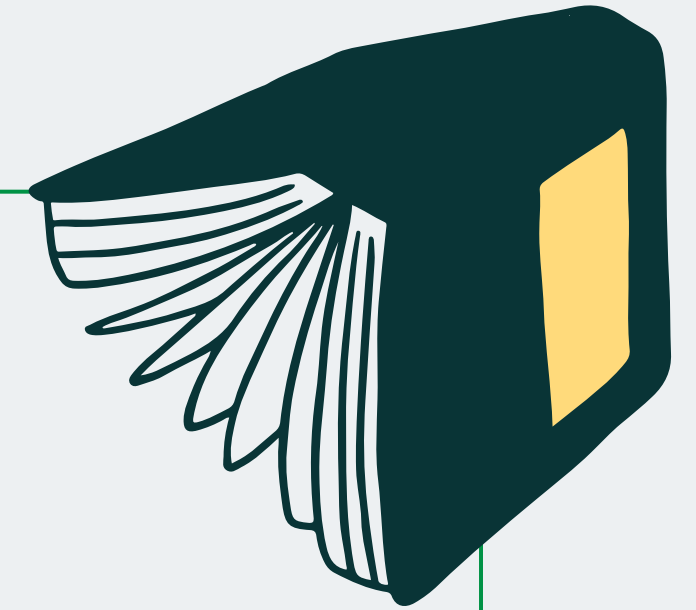
Ad Eligibility

Bid and Budget

Auction Algorithm

Ad Delivery

User Feedback Loop



# Budget Structure **Meta Ads**

## Daily Budget

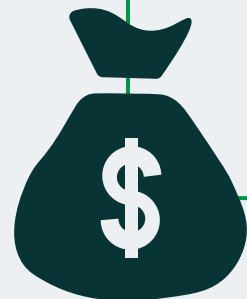
- Consistent Ad Delivery
- Flexible Management
- Efficient Performance

## Lifetime Budgets

- Ideal for Short Campaigns & Promos
- Avoid overspending
- Ensuring you stay within your allocated budget.

## Ad Set Budgets

- Set the budgets for each ad set
- Product/Service Preference





# A/B Testing

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It is to compare two versions (A and B) of an ad to determine which one performs better.



Objective Definition

Variable Selection

Creation of Variations

Audience Split

Ad Delivery

Data Collection

Ad Copy

Ad Creative

Headlines

Descriptions

Audience

Placement

# Bidding Options



		Objective	How it Works	Use Case
Highest Volume	➤➤	Maximize the number of results (such as clicks, impressions, or conversions)	Adjusts bids to get the most results possible	For Maximizing the volume of results
Cost Per Result	➤➤	Set a specific cost per result goal for a Certain actions.	Aims to achieve Cost Per Result while maximizing the number of results	Target Each desired action & Control Costs effectively
Bid Capping	➤➤	Maximum Bid Amount (bid cap) for each Action	Keep Individual bids below the specified bid cap	Control the maximum amount to pay for specific actions

# Ad Sets in Meta Ads

An ad account is a fundamental component that allows businesses and advertisers to create, manage, and run their advertisements on the Facebook platform.



Audience Targeting

Placement

Platforms

Budget

Schedule

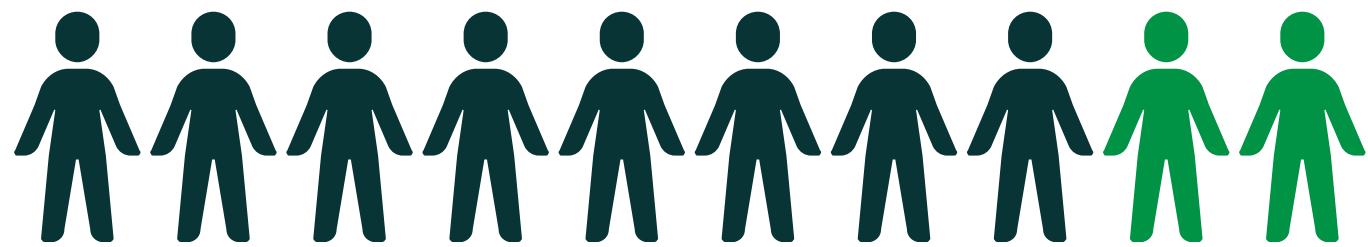
Budget

Ad set Budget

Ad Schedulings

## Components of Ad Sets

01	Conversion Action	Aimed to Get More Online Sales for Commerce Businesses
02	Page selection	Aimed to Get More Qualified targeted Users to website
03	Performance Goal	Helps Businesses to get More App Installs & App Conversions
04	Cost Per Results	Businesses Can reach wide range of audience with Minimal Budget
05	Dynamic Creative	Can showcase newly launch products to right audience and explore
06	Budget & schedule	No Objective in mind, launching campaign with No Goal



Target Audience for Campaigns

1 Out Of 2



### Advantage + Audience (New)

Creates the Broadest Possible Audience with AI



### Advantage + Audience (Old)

Creates the Narrowed Possible Audience



# Audience Manager in Meta Ads



- Interest
- Demographics
- Behavioural

**Saved Audience**



- Website Users
- Page Users
- Office Users
- Engaged Users

**Custom Audience**



- Similar Audience
- Location Based
- % Match

**Lookalike Audience**

Website

App

Customer List

Video

Lead Form



Instagram

FB Events

Life Events

Shopping

Fabook Listings

Location

Age

Gender

Interests

Behaviors

Saved Audience

Demographics

Placement Targeting

Life Events

Connections

Expansion

# LookaLike Audience



Data Source



Geography



% Selection

# Ads in Meta

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Page Selection

Sponsored Ad

Ad Copies

Call to Actions

Conversion Tracking

Partnership Ad

Media

Primary Text

Headlines

Descriptions

Key Components of Ads

Call to Actions

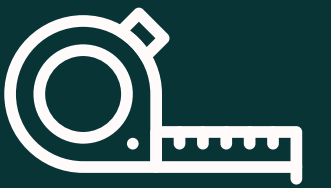
Website Link

Display Links

Instant Forms

Conversion Tracking

# Social Media Communication Sizes



	Instagram	Facebook	Twitter	Linkedin
Profile Photo	320*320	170*170	400*400	400*400
landscape	1080*566	1200*630	1024*512	1200*627
Portrait	1080*1350	630*1200	NA	627*1200
Square	1080*1080	1200*1200	NA	NA
Stories	1080*1920	1080*1920	NA	NA
Cover Photo	NA	851*315	1500*500	1128*191

# Pixel Integration

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A piece of code that you place on your website, Allows you to track the interactions of users with your website and enables you to measure the effectiveness of your Facebook advertising efforts.



Conversion Tracking

Custom Conversions

Audience Insights

Analytics and Insights

Optimizing Ad Delivery

Optimizing for Conversions

Dynamic Ads

Insights and Analytics

Attribution Modeling

More...



# Events Manager

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Set up and manage events and conversions for advertising campaigns.



[Adsmanager.facebook.com](https://adsmanager.facebook.com)

Event Setup

Dynamic Ads

Pixel Integration

Optimizing Ad Delivery

Custom Conversions

Insights and Reporting

Attribution Modeling

Insights and Analytics

Audience Building

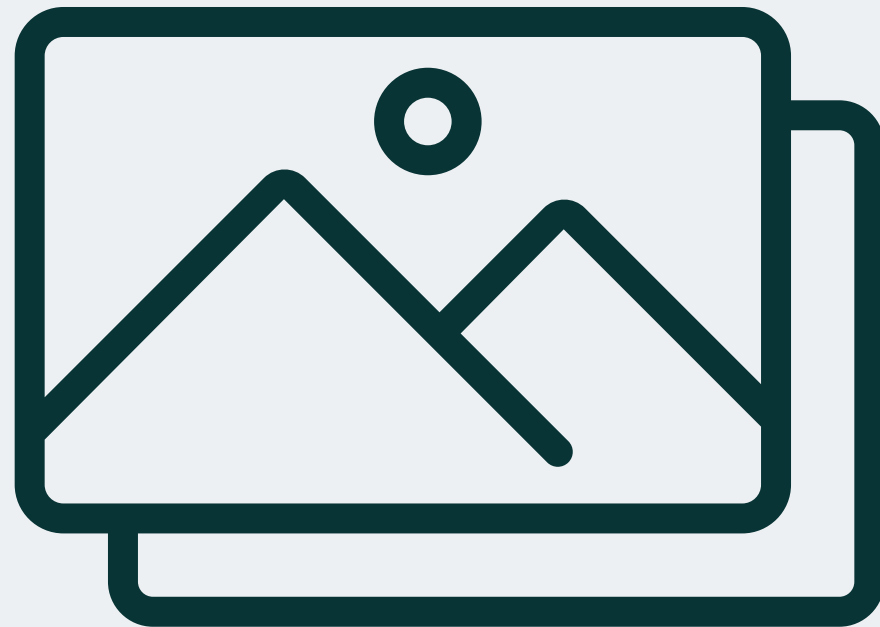
More...

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## Media Library in **Meta**

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Asset Organization

Collaboration

Asset Details

Creative Testing

Bulk Upload

Upload from URL

Asset Recommendations

Insights and Analytics

Asset Usage History

More...

# Instant Forms in **Meta**

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Lead Generation

Pre-Filled Information

Customizable Form Fields

Call-to-Action Button

Thank You Screen

Integration with CRM

Mobile-Friendly

Lead Ads in Ads Manager

More...

# Learning Phase

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Learning Period Start

Learning Phase Duration

Algorithm Observation

Stabilization

Optimization Adjustments

Budget Changes

Performance Feedback

Exiting Phase

# Commerce Manager

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[Adsmanager.facebook.com](https://adsmanager.facebook.com)

Product Catalog Management

Facebook Shop Setup

Inventory Management

Advertising Integration

Insights and Analytics

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# Meta Ad Policies



A	Abuse of the Ad Network	E	Financial Products and Services
B	Adult Content	F	Political Content
C	Alcohol	G	Restricted Content
D	Copyrighted Content	H	Sensitive Events

Thank you

**Janardhan Nagaiahgari**

