

Facebook Advertising Workshop

One of the biggest challenges business owners face is where and how to promote their business in the market.

One new method of advertising is through Facebook, the largest social media platform. Facebook have made advertising accessible to all people and unlike other advertising methods, you have the ability to choose exactly who sees your advert.

With a high level of control over your budget, audience and the duration of your campaign, it is a powerful tool to use. Written for business owners, managers and staff, this workshop will show you how to use Facebook advertising to generate leads and sales, as well as going through setting up Ads Manager and the various advertising options available.



+ Enquire now to book in a date



+ Cost: \$375* per attendee
*All pricing +gst



+ JFM Creatives Studio
Corner East & Cameron Streets, Ashburton



+ Register at: <https://www.jfm.co.nz/contact-us/>
or e-mail janice@jfm.co.nz

Places are strictly limited, register today.

Units Covered:

- + Setting Up Ads Manager
- + Campaign Objectives
- + Choosing A Target Audience
- + Creating A New Advert
- + Calls To Action
- + Difference Between Boosted Posts and Advertising
- + Factors Of Successful Ad Campaigns
- + Budgeting
- + Terminology
- + Statistics And Insights

Skill Level:

This workshop is at intermediate level and attendees must have current knowledge of Facebook and business pages to gain the full benefit.

For people looking to improve their knowledge of business pages, the Maximising Your Facebook Business Page workshop will be more helpful.

Janice McKay is university qualified in communications and has a love for strategic communications with a flair for brand building and engagement. This includes copywriting for websites, advertising, brochures, proposals, social media and more.



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