

GORIBER FREELANCER RECORDED COURSE OUTLINE

Module-02: Facebook Business Manager

ADS MANAGER SET UP BASIC way (personal add account)
What is Facebook Business Manager & Why you should use it?
Setting up Facebook Business Manager account & notifications alert
Adding people to Business Manager and roles & permissions
Adding a Page to Facebook Business Manager Account
Creating Ad Account in Facebook Business Manager
Setting up Payment method, Limits & Billing

Module-03: Facebook Audiences & Remarketing

Facebook Ads Campaign Structure
Reach Vs Impression
Creating Saved/Core Audience - 1 -
Creating A Custom Audience for Retargeting - CUSTOM
Creating Lookalike Audience - LOOK ALIKE
Audience narrowdown
Audience exclusion
Perfect Audience Selection (use the demography)
Create any audience using chat gpt(step by step)

Module-04: Facebook Ads

Location Targeting /age Targeting
Advance+ Vs original Audience Targeting
Overview of Campaign Objectives
Daily Budget Vs LifeTime Budget (cost cap vs bid cap)
Targeting Split or A/B Test
Ad scheduling
Audience fragmentation
Auction over lap
Ad Scheduling in Facebook Ads
About Different Audiences in Facebook Ads
Placements in Facebook Ads

Asset Customization in Facebook Ads

Module-05: Facebook Ads run live

Like ads -1

Message ads -3

Post engagement/video vies add - 2

Carousel Ads

Facebook page like engagement ads

Lead Generation Ads

Branawarness ads

Traffic add

Module-05: Setup Tracking-Facebook Pixel & Conversion API

Understanding Facebook Pixel & Server-side tracking

Understanding Google Tag Manager

Set up Facebook Pixel & CAPI with Google Tag Manager

Setting up Standard & Custom events

Setting up custom conversion

Setting Up Tracking for Offline Events

Setting Up Tracking for Video Engagement

Setting Up Tracking for Individuals that Came to a Facebook Event

Setting Up Tracking & Individuals interacting with our Facebook Page

Module-06: Facebook Ads for E-Commerce

Introduction to Facebook Ads for E-Commerce

Setting up Facebook Shop

Introduction to Conversion Ads

Facebook Dynamic Ads for E-Commerce

Catalogs & Feeds & What is Important

Dynamic Ads For Ecommerce

Collection Ads For Ecommerce

Google tag manager

Module-07: Facebook Ads Sales Funnel

Understanding Sales Funnel

What is a Facebook Ads Funnel?

Stages of Facebook Ads Funnel

Content strategies of different funnel states

Create Facebook Sales Funnel

Facebook Sales Funnel Optimization

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Website sales ektu

Apnader website dekhabo

Module-08: Facebook Ads Optimizing, Reporting & Measure ROI

Audience Insights

Ad Relevance Optimization Technique

Placement Optimization

Device optimization

Location optimization

Age Group based optimization

Bid and budget optimization

Module-09

Landing Page Design Using Wordpress

Module -10

1. How to run a sales add properly
2. Website conversion ads guideline

Class -12

Ga4 tutorials

Utm parameter

Class- 12

Track Your audience Using GA4

Class-13:

Sales Tips and tricks

Sales Guideline