

Paid Advertising and Social Media Campaigns

Duration: 5 Days

Language: en

Course Code: PM1-127

Objective

By the end of this course, participants will be able to:

- Develop full-funnel paid advertising strategies aligned with business goals.
- Create compelling ad creatives and audience segments for different platforms.
- Manage campaign budgets and bidding strategies effectively.
- Analyse key performance indicators (KPIs) for campaign optimisation.
- Integrate social media campaigns with broader digital marketing strategies.

Audience

This course is ideal for:

- Digital Marketing Managers and Strategists.
- Social Media Marketing Professionals.
- Brand and Communication Managers.
- Entrepreneurs and Business Owners.
- Content Creators and Media Buyers.
- Marketing Analysts and Performance Specialists.

Training Methodology

The course combines interactive lectures, platform-based walkthroughs, campaign case studies, and guided exercises using real advertising scenarios. Participants will learn practical techniques to improve targeting precision, ad performance, and budget efficiency across multiple channels.

Summary

This advanced course is designed for digital marketing professionals and business leaders who aim to master the art and science of paid advertising and social media campaign management. The Paid Advertising and Social Media Campaigns programme provides a strategic and analytical

approach to creating, managing, and optimising campaigns across major platforms including Meta (Facebook & Instagram), Google Ads, LinkedIn, TikTok, and X (Twitter).

Participants will learn how to design data-driven campaigns, allocate budgets effectively, and measure ROI using advanced analytics and performance metrics. The course combines creative strategy with technical expertise, enabling learners to achieve higher conversion rates, enhance audience engagement, and build sustainable brand visibility in competitive digital spaces.

Course Content & Outline

Section 1: Foundations of Paid Advertising

- Understanding the digital advertising ecosystem.
- The evolution of paid media and social advertising models.
- Types of paid campaigns: awareness, consideration, conversion, and retention.
- Cross-platform ad objectives and choosing the right KPIs.
- Ad policies, compliance, and ethical considerations.

Section 2: Crafting High-Performance Campaigns

- Audience segmentation: demographics, psychographics, and lookalike audiences.
- Creating compelling ad creatives: copywriting, visuals, and storytelling.
- Crafting value propositions and call-to-action (CTA) strategies.
- Multi-platform media planning: Google, Meta, LinkedIn, TikTok, and others.
- Budget allocation and bid optimisation for maximum ROI.

Section 3: Platform Deep Dive and Tools

- Google Ads: Search, Display, and Performance Max campaigns.
- Meta Ads (Facebook & Instagram): Building campaigns in Ads Manager and understanding the pixel.
- LinkedIn Ads: B2B targeting, sponsored content, and lead generation.
- TikTok and YouTube Ads: Short-form content strategy and engagement tactics.
- Overview of ad management tools: Meta Business Suite, Google Analytics 4, and HubSpot.

Section 4: Measuring, Tracking, and Optimising Performance

- Setting measurable KPIs: CPC, CTR, CPM, CPA, ROAS, and engagement rate.
- Using tracking pixels and UTM parameters for performance monitoring.

- Interpreting analytics dashboards and generating actionable insights.
- A/B testing for ad creatives, targeting, and messaging.
- Scaling successful campaigns through data-led optimisation.

Section 5: Strategic Integration and Campaign Management

- Aligning paid media with organic content and SEO.
- Building omnichannel marketing funnels for long-term success.
- Leveraging remarketing and retargeting strategies to improve conversions.
- Managing cross-department collaboration between creative, technical, and sales teams.
- Ensuring compliance with data privacy laws and ad platform regulations.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Sales & Marketing

Tags

Paid Advertising, Campaign Management, Social Media Campaigns

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Identify your target audience, analyse their preferences, and create tailored marketing plans for successful social media campaigns.