

Crash Course in Meta Ads



Copywriting & Storytelling

- Writing persuasive, engaging content
- Understanding hooks, CTAs, and story-led writing

Graphic Design & Video Ad Guidelines for Meta Ads

- Text placement, font selection, colour combinations, branding and visual hierarchy
- Image quality, text readability, and creative layout best practices
- Video dimensions, resolution, duration, and file formats.
- Subtitles, audio, transitions, and on-screen text.
- Graphic, Story & Reel safe zones

Social Media Optimization & Marketing

- Social Media Portal & Importance
- Understanding the perspective of audience well as Marketers
- Social Media Strategy
- Help Vs Hype content

Facebook Profile & Page Setup

- Creating a Facebook Account
- KYC verification
- Page Creation and optimization
- Setting up services, tabs, CTA buttons
- FB cover & branding elements

Instagram Profile & Optimization

- Creation and converting to professional accounts
- Creating a professional Instagram profile
- Bio optimization (keywords + CTA)
- Highlights setup and storytelling
- Optimizing profile aesthetics & grid design

Meta Business Account Setup

- Business Account Creation
- Meta Dashboard Explanation
- Assets, Users, Access
- Ads Account Creation

Meta Ads

- Ads Manager Account Overview
- Campaign Objective
- Awareness, traffic, engagement, leads & sales
- Budget, Bidding, Goals
- Precise Targeting
- Demographics, Interest and Behaviour
- Core, Custom & Lookalike Audience
- Pixel Setup and Catalogue Ads

Marketing Funnel

- Digital vs traditional Funnel
- TOFU, MOFU and BOFU
- Problem Awareness
- Planning content for different Stages

Ad Creative Best Practices

- Designing creatives for different campaign objectives.
- Product-focused, offer-based, lead-generation, and promotional creatives.
- Effective CTAs and creative messaging

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