

100 - Essentials

01 - Facebook Ads Introduction	1:02
02 - Why are Facebook Ads so Powerful	4:27
03 - Organic Reach is Dead	2:30
04 - Ad Strategy - Utilizing "OCTO"	2:48
05 - "OCTO" - Step One: Objectives	2:36
06 - "OCTO" - Step Two: Content	2:26
07 - "OCTO" - Step Three: Targeting	4:10
08 - "OCTO" - Step Four: Optimization	2:35
09 - "OCTO" - Be Deliberate	2:18

Total Topics = 9

Total Time = 24:52

10 QUESTION QUIZ

200 - Strategy

10 - How Much Do Facebook Ads Cost	6:29
11 - What Types of Businesses Run Facebook Ads	2:17
12 - Buying Facebook Ads	5:34
13 - Setting Your Facebook Ad Strategy	6:16
14 - Choosing Your Marketing Objectives	13:09
15 - Ad Targeting: Custom Audiences	6:39
16 - Ad Targeting: Look-Alike Audiences	3:24
17 - Ad Targeting: Locations and Demographics	2:17
18 - Ad Targeting: Detailed Targeting	11:40
19 - Ad Targeting: Connections	1:24
20 - Creating Great Ad Content	12:47

Total Topics = 11

Total Time = 1:11:56

10 QUESTION QUIZ

300 - Creating and Running

21 - Budget and Scheduling	10:57
22 - Determining Your Budget	6:46
23 - Determining Your Ad Type	3:14
24 - Set Key Performance Indicators (KPIs)	4:55
25 - Measuring Your Ad Performance	3:05
26 - Analyzing Your Ad Performance	5:45
27 - Understanding the Different Ad Types	20:17
28 - Understanding Ad Structure	4:33
29 - Creating Audiences	2:17
30 - Choosing Your Ad Placement	6:16
31 - How Facebook Ads Are Purchased	14:19
32 - Facebook Ad Pacing	3:58
33 - Focusing Your Ad Objectives	3:39
34 - The Importance of Analyzing Ad Performance	12:57
35 - Taking Your Measurement and Reporting Next Level	4:13
36 - Analyzing Ad Performance: Your Relevance Score	4:10
37 - Analyzing Ad Performance: Evaluating the Success of Your Ad	3:03
38 - Optimizing Facebook Ads vs A/B Testing	4:03
39 - Nailing the Facebook Ad Set and Structure to Maximize Success	12:09
40 - Fixing an Ineffective ad	4:46

Total Topics = 20

Total Time = 2:15:22

10 QUESTION QUIZ

400 - Ad Content

41 - Content Optimization: Introduction	2:14
42 - Why is Content Optimization So Important?	5:01
43 - Content Optimization: General Principles	2:00
44 - General Principles: Keep it Short	8:26
45 - General Principles: Bite-sized Messages	7:29
46 - General Principles: Well-organized	7:48
47 - General Principles: Grab Attention Early	6:06
48 - General Principles: Clear Call to Action	9:22
49 - Optimizing Content for Facebook: Introduction	2:33
50 - Optimizing Facebook: Anatomy of a Post	2:36
51 - Optimizing Facebook: Text	11:36
52 - Optimizing Facebook: Images	10:58
53 - Optimizing Facebook: Video	7:12
54 - Optimizing Facebook: Video Story Arc	7:04
55 - Audience Insights	2:49
56 - Pro Tip: Growing Page Likes	2:23

Total Topics = 16

Total Time = 1:35:37

10 QUESTION QUIZ

Resources:

Facebook Ads Action Planner Worksheet
Facebook Ads Quick Start Guide
Facebook Ads Strategy (OCTO)
Paid Digital Quick-Start Guide

Course Total Topics = 56
Course Total Time = 5:27:47