



A GUIDE TO SOCIAL MEDIA ADS FOR EDUCATIONAL INSTITUTIONS



learning**together**

*Constantly learning,
constantly evolving.*



OID: E10201112



Advanced Institute for Skills Development

COURSE DESCRIPTION

Everyone is familiar with Facebook. With almost 3 billion active users per month, it is the biggest social network on the planet.

Parents of prospective students spend numerous hours there every day.

Building a community is one of the main goals for brands to create a presence on Facebook and Instagram, and this is especially important in a school setting. Both platforms provide enormous flexibility for how a school could be promoted successfully. Thankfully, Facebook and Instagram are included in the same advertising network, making it easier for marketers to run advertisements.

Older students, who are more likely to make judgments about their schooling and view adverts on social media, will be the group to whom this will most likely apply. Today's older students have more options and freedom than ever before when it comes to their education and the school or program to enrol in.

One of the best ad-targeting tools ever developed, Facebook's advertising platform has a lot of potential and variety for school marketers. Advertising campaigns can be extremely precisely targeted to users based on their age, gender, occupation, interests, behaviours, past purchases, and a wide range of other factors. Additionally, it offers a variety of retargeting choices, the capability to create bespoke audiences, and a useful tool called "lookalike audiences," which accurately identifies individuals who share traits with your targeted audience.

Stay connected to students, families, and staff with expert marketing advice and all the tools you need!



COURSE INFORMATION

Course Objectives

This course will give you an understanding of how Facebook & Instagram Ads work for schools and a clear formula to help you convert more leads into enrollments.

Learning Outcomes

- A more effective use of your school budget, time and resources
- The ability to successfully reach the right prospective parents and students for your school
- An increase in registrations for open days
- A tangible boost in enrolments and more revenue for the school
- Greater brand awareness locally and internationally
- Reinforcement of self-awareness as a European citizen
- Improvement in ICT, communicative and social skills
- Promotion of intercultural awareness
- Share best practices with peers from other cultures
- Enhancement of the English language

COURSE INFORMATION

Duration: 1 week (6 days – Sunday to Friday – 9h00 to 14h00)

Location: Porto, Portugal

Language: English

Certification: Certificate of Attendance, including a description of the learning outcomes from the previous page; Europass validation

Price: 580€ (course fee + administration costs + social program). Prices according to the new Erasmus+ 2021-2027 program*

*(Our courses are eligible to be completely funded by the Erasmus+ KA1 funds and several other programs)

See more information (e.g. price description, included activities) [here](#).

DAILY PROGRAM*

Our courses also include a **daily Coffee Break & Social Program (4 ACTIVITIES)**

DAY 1

- Welcome dinner, icebreaking
- Meet & greet, networking – participants and staff
- Week briefing & planning

DAY 2

- More effective use of your school budget, time and resources
- The ability to successfully reach the right prospective parents and students for your school
- An increase in registrations for open days
- A tangible boost in enrolments and more revenue for the school
- Greater brand awareness locally and internationally
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DAY 3

- Analytics and Reporting
- Self-service Platform, Segmentation and Campaign Building
- Personalised audience creation, lookalike audiences and retargeting: how to do it step-by-step and when to use it effectively
- Ad serving sites: which ones to use, what tests to run and what are their specifics
- Payments and campaign optimisation
- Copy and materials: how to make good ads and useful tools
- Analytics and Reporting

DAY 4

- Ad Manager and Reporting
 - Ad management platform: what to measure and how to manage ads professionally
 - Performance reporting: what to analyse, how to do it and what to include in a report
 - Conversion pixels and integration with other platforms
 - Campaign strategy and structure, according to objectives- Exercises and examples from various sectors

DAY 5

- How to measure the success of your Ad campaigns
 - What are retargeting Ads?
 - Different ways to gather leads
 - How to increase leads' likelihood of conversion
- PLUS Hands-on practice: We create your first Facebook & Instagram Ad Campaign together!

DAY 6

- Development work and presentation
- Course roundup, feedback and review
- Course Evaluation and Dissemination Focus
- Validation of Learning outcomes
- Certification Ceremony

*This schedule/ program describes likely activities but may differ based on the trainer's discretion and objectives.






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Learning Together believes that well-trained teachers are more motivated & better able to successfully perform and achieve organizational goals! We believe that all organizations' core are its **people**, therefore we organise development courses for education professionals who want to enhance & acquire new competencies related to their work practice. That way, participants can better teach the people of tomorrow, **while absorbing new cultures and meeting people all around Europe!**

LET'S LEARN TOGETHER!

**Sign up for a course and
start your journey with us!**

 www.learning-together.eu
 (351) 229 418 490 | (351) 911 895 280
 learningtogether.eu@sinerconsult.pt

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information, click
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