

A GUIDE TO SOCIAL MEDIA ADS FOR EDUCATIONAL INSTITUTIONS



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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 and 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;
- Evaluate digital technologies to support teaching and promote learning;
- Exploit useful resources/tasks for the classroom by promoting research activities, using this technology;
- Improve ICT skills;
- Facilitate experience and cultural exchanges between European participants and Portuguese teaching personnel, which results in a fruitful international experience;
- Enhance communicative competencies in English and social skills;
- Promote intercultural awareness;
- Identify & share good practices that can be implemented at a local level.

DAILY PROGRAM

Our courses also include a daily Coffee Break throughout the week

DAY 1 / 18h30

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

DAY 2 / 8h30-13h30

- 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
- Enhancement of the English language

DAY 3 / 8h30-13h30

- 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 / 8h30-13h30

- 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 / 8h30-13h30

- 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 / 8h30-13h30

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

OTHER DETAILS

Certification: Certificate of Attendance + description of the previous learning outcomes; Europass validation

(Our courses are eligible to be completely funded by the new Erasmus+ program 2021-2027 - KA1 funds and several other programs)

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