




# A GUIDE TO SOCIAL MEDIA ADS FOR EDUCATIONAL INSTITUTIONS



siner advanced skills institute



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**OID: E10201112**



Advanced Institute for Skills Development

# COURSE DESCRIPTION

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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 viewing 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

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## 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

6-DAYS

..... \*Our courses also include a daily Coffee Break

## DAY 1 / 16h30-21h30

- Self Preparation for a short School presentation on Day 2
- Cultural Quiz (to be filled out pre-dinner)
- Welcome Session - icebreaking & dinner, week briefing & planning
- Networking between participants and Erasmus+ team
- Sharing of European core values
- Open space for participants to share ideas and discuss current challenges in the Education sector; collaborative opportunity to exchange future goals (activity)

## DAY 2 / 8h30-13h45

- 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 3 / 8h30-13h45

- 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 / 8h30-13h45

- 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 / 8h30-13h45

- 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
- Hands-on practice: We create your first Facebook & Instagram Ad Campaign together!

## DAY 6 / 8h30-13h45

- Development work and presentations
- Course roundup & review.
- Learning outcomes' validation.
- Certification Ceremony.



# ADDITIONAL INFORMATION

**Documentation:** Learning Agreement; Certificate of Attendance with description of learning outcomes; Europass validation; and other required Erasmus+ supporting documents.

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

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