

Master Facebook Ads and **Skyrocket Your Sales**

Study the **Certificate in Facebook Advertising** with
The Online Business Academy

 Meta

 Analytics

 Optimize

IC**OE**S 

- ✓ Gain in-demand, future-proof skills that employers value
- ✓ Study at your own pace, on your own schedule
- ✓ Learn from industry experts and experienced educators
- ✓ Real-world outcomes that lead to career advancement



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About Us

Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.



Advancing Online Education

A New Way To Learn

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.



#42

We provide 42 high-quality courses curated by leading industry professionals.

Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.



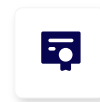
Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.



Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.



Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.



Certificate in Facebook Advertising

Certificate in Facebook Advertising

Gain a competitive edge in the world of digital marketing with our comprehensive Facebook Ads course. With expert guidance and practical instruction, you'll learn how to create and optimize winning Facebook ad campaigns that drive results for any business or industry. From developing effective ad creative to targeting the right audience and analyzing campaign performance, you'll gain a deep understanding of the tools and techniques needed to succeed in Facebook advertising.



Enrol Now



Learn More

Course Investment

\$119

Per 1-Hour Zoom Session

Total Cost: \$1428

Course Duration

12 Sessions

Course Outcomes

- Plan and execute a successful Facebook advertising campaign that meets specific
- Create compelling ad copy and creative assets that capture the attention of the target audience.
- Use advanced targeting techniques to reach the right audience and maximize ROI.
- Optimize campaigns using data-driven insights and testing strategies to continuously improve performance.
- Understand the different ad formats available on Facebook and know when to use each one.
- Analyze key metrics and track progress against goals to measure success and optimize future campaigns.



Certificate in Facebook Advertising

Module 01 Introduction to Facebook Advertising

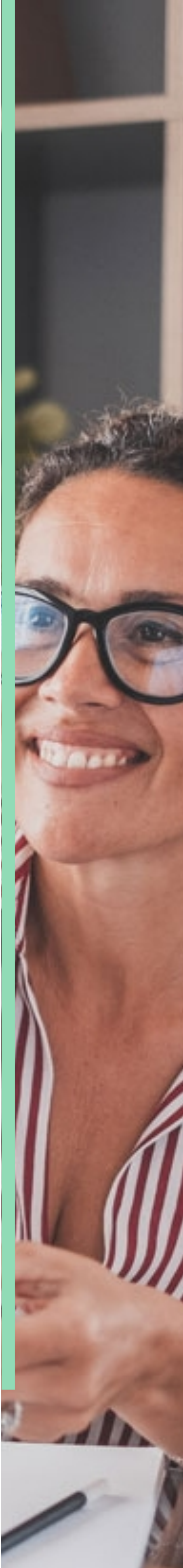
The Introduction to Facebook Advertising module is designed to provide students with an understanding of how to use Facebook Ads to promote and grow their businesses. The module starts with an overview of the Facebook Ads platform and its various advertising options, including targeting and budgeting. It also covers the different types of Facebook Ads, such as sponsored posts, video ads, and carousel ads. Students will also explore how to create a sales funnel on Facebook, from creating an ad to driving traffic to a landing page and ultimately converting visitors into customers. Additionally, the module provides tips on creating effective Facebook Ads campaigns, such as choosing the right audience, using compelling visuals and ad copy, and tracking and optimizing ad performance. Overall, this module is a great starting point for anyone looking to use Facebook Ads to drive business growth.

Module 02 The Facebook Page

This module provides a comprehensive overview of the key elements needed to create a professional and effective Facebook Page for a business. The module starts with the basics of setting up a Facebook Page, including selecting the right category and cover photo. Students will also learn about the importance of SEO for Facebook Pages and how to optimize their Page to improve search rankings. The module will also teach students how to create and curate engaging content, as well as how to use Facebook's various features, such as Events, Insights, and Ads, to grow their Page and reach a wider audience.

Module 03 Facebook Ads

This module focuses on how to create Facebook Ads that effectively reach the target audience and drive conversions. Students will be introduced to the various types of Facebook Ads and how to choose the right type of ad for their business objectives. The module also covers ad copy and creative strategies that can increase the click-through rates and engagement of the ads. Additionally, the module explores advanced targeting techniques such as custom audiences and lookalike audiences that can help to improve the relevance and effectiveness of the ads. By the end of this module, learners will have gained a solid understanding of how to create effective Facebook Ads that drive results for their business.



Certificate in Facebook Advertising

Module 04 Facebook Pixel + Audiences

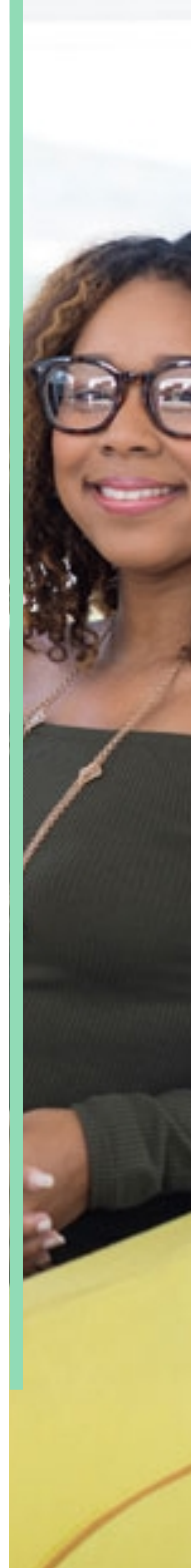
The Facebook Pixel is a powerful tool that allows advertisers to track user behavior on their website and measure the success of their ad campaigns. In this module, you will learn how to install and use the Facebook Pixel on your website, set up standard events to track specific actions such as purchases or sign-ups, and create custom conversions to measure specific business objectives. Additionally, you will learn how to create custom audiences based on user behavior and use them to retarget users who have shown interest in your business. The module will cover best practices for using the Facebook Pixel and audiences to optimize your ad campaigns and improve your return on investment.

Module 05 Types of Facebook Ads - In Depth Analysis

In this module, students will get an in-depth analysis of the different types of Facebook ads available to advertisers. The module will cover lead generation ads, local business ads, message ads, and more. Students will learn about the unique features and benefits of each ad format and their respective use cases, helping them to determine the best ad format for their business goals. By understanding the different types of Facebook ads, students will be better equipped to create effective ad campaigns that reach their target audience and drive conversions. The module will also cover best practices for creating high-performing ads that align with Facebook's ad policies and guidelines.

Module 06 Facebook Engagement

The Facebook Engagement module aims to provide students with the necessary skills and strategies to create content that is engaging, shareable, and drives audience engagement on the platform. The module covers the importance of understanding the Facebook algorithm and how it works, as well as how to leverage it to increase the reach and engagement of your content. Students will learn about different types of content that perform well on Facebook, such as videos, images, and interactive posts. Additionally, the module covers the use of Facebook Insights to track and analyze engagement metrics, allowing learners to measure the success of their engagement strategies and adjust their approach as needed. By the end of the module, students will have a solid understanding of how to create and implement an effective Facebook engagement strategy to grow their audience and drive results on the platform.



Certificate in Facebook Advertising

Module 07 Facebook Reporting, Insights & Optimisation

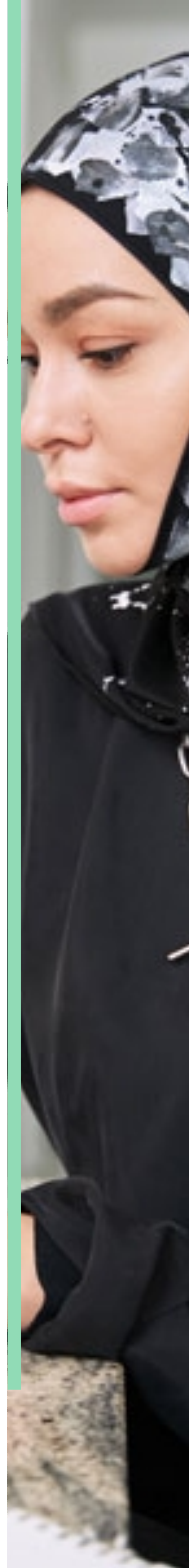
This module teaches students how to track and analyze the performance of their Facebook advertising campaigns. Participants will gain an understanding of the different types of Facebook reports available and how to use them to optimize their campaigns. The module covers topics such as ad relevance diagnostics, metrics tracking, and Facebook insights. Students will learn how to use Facebook Insights to gather valuable data on their audience and how to use that information to improve their campaigns. Additionally, the module covers best practices for scaling Facebook ads to maximize their reach and effectiveness.

Module 08 Social Media Marketing

Social media marketing has emerged as a crucial aspect of any marketing strategy in today's digital age. This module aims to provide learners with an understanding of the importance of social media marketing, including the benefits and challenges of using social media to promote a brand or business. Participants will also learn about the different types of content that are effective on social media platforms and how to create and share such content. Additionally, the module will explore various social media management tools available to help businesses save time and effort while managing their social media presence. Finally, the module will provide students with an overview of Facebook's Business Suite, which allows businesses to manage their Facebook and Instagram presence in one place, including scheduling posts, responding to messages, and viewing insights.

Module 09 Common Facebook FAQs

This module is designed to answer some of the most common questions related to Facebook advertising. The content covered in this module includes advanced topics such as retargeting ads, split testing Facebook ad sets with campaign budget optimization, using Facebook LIVE, building successful Facebook ads, advanced Instagram groups, creating Facebook ad groups, handling disabled ad accounts, installing a Facebook pixel on a WordPress website, using Facebook Experiments, Facebook Creative Hub, adding payment methods to ad accounts, tracking pixel events on button clicks, Facebook ads for affiliate links, and special ad categories for Facebook ads. By the end of this module, participants will have a deeper understanding of Facebook advertising and be equipped with the knowledge and skills needed to run successful campaigns on the platform.



Certificate in Facebook Advertising

Module 10 Facebook Business Manager

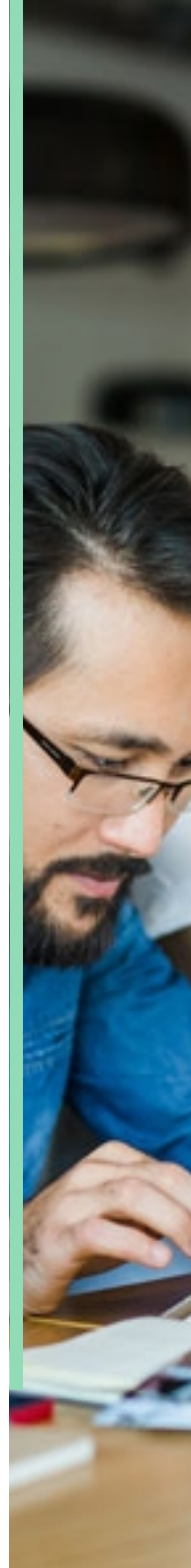
The module on Facebook Business Manager is designed to teach learners how to effectively use this powerful tool for managing their Facebook Pages, ad accounts, and other assets. The module covers the basics of setting up a Business Manager account, how to add and manage assets, how to assign roles and permissions to team members and agencies, and how to use the reporting and analytics features. Students will also gain an understanding of the benefits of using Business Manager, including improved collaboration, streamlined workflows, and better performance tracking. By the end of this module, students will have the skills and knowledge needed to efficiently manage their Facebook marketing activities using Business Manager.

Module 11 How To Start a Facebook Ad Agency

The How To Start a Facebook Ad Agency module is part of the Certificate in Facebook Advertising course, which aims to teach learners how to start and run a successful Facebook Ads agency. This module covers the key steps involved in setting up an agency, including winning clients, client onboarding, pricing structure, lead generation, and client reporting. By the end of this module, students will have the knowledge and skills needed to start their own Facebook Ads agency and be well-equipped to provide value to clients through effective Facebook Ads campaigns.

Module 12 Facebook Shops

Sure, the Facebook Shops module of the Certificate in Facebook Advertising course covers how businesses can leverage Facebook's e-commerce features to create a seamless shopping experience for customers. With Facebook Shops, businesses can showcase their products and services to a wider audience and increase sales through social media platforms. The module teaches students how to set up their Facebook Shop, create a product catalog, and enable Instagram Shopping. Additionally, students will gain insights into the best practices for optimizing their product listings and using dynamic product ads for catalog sales campaigns. By the end of this module, students will have a solid understanding of how to use Facebook Shops to boost their e-commerce sales and grow their business.





Career Centre

We'll Help You Find a Job

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get With Our Career Centre

- Access to professional CV templates to update your current CV
- Complimentary personalized CV review with feedback to make your CV stand out
- Job tips and resources, including a clear five-step job success process
- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.



Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.

Certificate in Xero



What Our Students Say



We pride ourselves in delivering an excellent education experience. See what our students have to say:



Maria R.
Certificate in Adobe
Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.



Sarah T.
Certificate in
Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.



Mark J.
Digital Marketing
Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.



Start Upskilling Today!

Follow our easy 4-step enrolment process - it only takes a few minutes to get started today!



1. Click on 'Get Started Now'



2. Proceed to payment



3. Receive login details



4. Start Learning!

Get Started Now, Click Here

