



Meta Marketing Masterclass

(Facebook & Instagram Ads)



DAY 1 — Foundations, Strategy & Campaign Setup

Module 1: Introduction to Meta Marketing Ecosystem

- Overview of Meta platforms (Facebook, Instagram, WhatsApp)
- Understanding Meta Business Suite & Ads Manager
- How the Meta algorithm works (auction, relevance, delivery)
- Account structure: Business Manager, Ad Account, Pages
- Common mistakes beginners make

Activity: Account readiness checklist

Module 2: Campaign Planning & Objectives

- Understanding campaign objectives (Awareness, Traffic, Engagement, Leads, Sales)
- Matching objectives with business goals
- Funnel strategy (TOFU / MOFU / BOFU)
- Budget planning & KPI setting
- Creating a simple ad strategy roadmap

Hands-on: Draft campaign plan for own business

Module 3: Precision Targeting & Audience Architecture

- Core audiences vs Custom audiences vs Lookalike audiences
- Customer data & retargeting basics
- Audience size & structure best practices
- Location, demographics & behavior targeting
- Building warm vs cold audience funnels

Hands-on: Build sample audience sets

Module 4: Technical Setup Essentials

- Pixel & basic tracking concepts
- Lead form setup
- Conversion events overview
- Campaign structure (Campaign → Ad Set → Ad)

Hands-on: Create a demo campaign structure



DAY 2 — Creative, Optimization & Scaling

Module 5: Scroll-Stopping Creative Strategy

- Understanding buyer psychology
- Writing high-converting ad copy
- Creative formats: image, carousel, video, reels
- Hook frameworks (first 3 seconds)
- CTA design & offer positioning

Hands-on: Write 2 ad copies + creative ideas

Module 6: Campaign Execution & A/B Testing

- Launching ads step-by-step
- Budget distribution (CBO vs ABO basics)
- Creative testing methods
- Placement optimization
- Common approval & rejection issues

Module 7: Reading Results & Optimization

- Understanding key metrics (CTR, CPC, CPM, Leads, ROAS)
- Diagnosing poor-performing ads
- When to pause, duplicate, or scale
- Simple optimization workflow

Hands-on: Analyze sample ad data

Module 8: Scaling & Retargeting Strategy

- Scaling winning ads safely
- Retargeting warm audiences
- Building remarketing loops
- 30 / 60 / 90-day Meta growth plan



Learning Outcomes

Participants will be able to:

- Understand Meta Ads ecosystem
- Plan campaigns aligned to business goals
- Build targeted audiences
- Create effective ad creatives
- Launch campaigns independently
- Read ad performance data
- Optimize and scale ads confidently

Investment:

Individual

RM2,299

Early Bird

RM1,840

**BUNDLE
(MIN.3 PAX)**

RM1,380





CONTACT US



Office Address :

Level 27 & 28, MVS North Tower, Mid Valley Southkey, 1, Persiaran Southkey 1, Southkey, 80150 Johor Bahru, Johor Darul Ta'zim



Email : hello@thynkboundless.com



WhatsApp : +6017-213 0902



Website : skillsfutureacademy.com

