

Maximising Social Media Advertising

KNOWN DIGITAL

Training



Book today by calling (778) 228 3431
or email training@known-digital.com

PPC - DISPLAY - SOCIAL - CRO - TRAINING

Introduction to our training

Our training courses are designed for the people doing the job. They are fun, hands on and engaging. We will teach you the essential skills you need to get the job done.

On this course you will:

- › Learn how to reach more customers
- › How to allocate budget effectively across your marketing channels
- › How to measure the performance of your campaigns
- › Learn what you need to do to improve the performance of your campaigns

Professional, knowledgeable and shows great initiative. I would work again with Michael at the drop of a hat.

Sarah Bennet
Head of Advertising Operations Ad Pepper Media

His enquiring mind means his thinking goes beyond the core scope of what is asked or expected of him (in a valuable way). A very good person to have around if you care about knowing whether your digital marketing works or not.

Nick Baille
Senior Digital Strategist EMO Limited

Highly personable, great listening skills and with an eye for delivering quality Mike truly understands the client and how to make them devoted to his cause.

Simon Hares
Managing Director at SerialTrainer7 Ltd

Maximising Social Media Advertising

You'll learn how to plan and strategise your next campaign before delving into the reporting and optimisation tools. We cover top tips and hints, optimisation, attribution and social strategies.

1 Day Course	⋮	Vancouver, Toronto & Seattle	⋮	\$695 + Tax
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Our aim is to help you better communicate with your audience and achieve your marketing goals. Be it building brand awareness, increasing sales or generating more leads using Facebook, Twitter, LinkedIn and YouTube.

We'll show you how to get your image and text ads on Facebook. How to serve and target video content on Youtube to the right people. How to engage with your customers on Twitter and how to measure your social activity with Google Analytics.

By the end of the workshop you will feel confident tackling your next campaign and measuring its impact across multiple channels. You will leave knowledgeable in all the key areas and confident managing a social account.

What we will cover

- › Getting started with social advertising
- › Social best practice
- › Identifying objectives and planning campaigns
- › Structuring accounts to maximise returns
- › How to use demographics,
- › Building re-marketing campaigns
- › Creating audiences
- › Building and optimising Facebook and Twitter
- › Image ad creation and messaging
- › YouTube Advertising & video creation best practice
- › How to optimise your data with Google Analytics
- › Analysing paths to conversion, attribution & assist
- › Optimisation strategies and best practice
- › Reviewing effective campaign strategies

Bespoke Workshop

Need something a little more bespoke? No problem:

- › You let us know what type of workshop you need
- › We design the content for you & your business
- › Let us know the dates that suit your team
- › We'll come to your location to deliver your tailored training course

If you need something a little more bespoke to fit in with your business needs we can definitely help. Our team have provided numerous tailored options all over the globe for our clients.

We will work with you to establish your business needs and the right course for you. Whatever your sector, a bespoke workshop is a cost-effective way of educating and coaching your team.



Your Day

We designed this workshop from years of experience doing the job. You will gain lots of practical experience during the day and will be able to put your skills straight to the job.

The Agenda

9:30 Session 1 | 11:00 Break | 11:30 Session 2 | 13:00 Lunch | 14:00 Session 3 | 14:30 Break | 15:00 Session 4 | 16:30 Wrap up

Our Facilities

Our facilities are modern and comfortable with the latest technology to ensure the best learning experience. We have huge presentation screens, comfy seating, air con and a relaxed atmosphere.

The lunch

Eating and drinking the right things can help you learn. So we offer complimentary food and drink all day. We pick great food from local people in our area. Also, if cake helps you learn, we have plenty of that too.

Your trainer

Michael King is an experienced trainer and practitioner. He has worked for agencies on real client accounts for many years. His hands-on, practical approach to training gives delegates the experience they need to learn fast.



Where to find us

There's always a ton of cool stuff happening at our Vancouver office. We have great training rooms and plenty of space available to help us set the tone for a perfect training event.

Vancouver Office

Known Digital
210 - 128 West Hastings Street
Vancouver BC, V6B 1G8
Call: (778) 228 3431

Getting Here

Vancouver train station is a 15 minute walk away. The down town car park is a 5 minute walk away and Vancouver airport is 40 minute drive away.



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