

LEARNING

BLACKBOX

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META ADS MASTERY



• 1 months

NEXT-GEN AI-POWERED

Blackbox Learning is a next generation tech academy in Kerala, building future ready professionals in AI, Development, and Digital Growth.

Check out the website.
www.blackboxlearning.in



COURSE INTRODUCTION

This course is designed to help students, freelancers, entrepreneurs, and marketers master Meta Ads (Facebook & Instagram Ads) with practical industry-level strategies. The program focuses on audience psychology, creative strategy, lead generation, WhatsApp marketing, e-commerce scaling, AI-powered advertising, and campaign optimization.

Rather than teaching only theory, this course provides hands-on training with live campaigns, ad creatives, targeting strategies, retargeting funnels, and real-world performance marketing techniques. Students will learn how to create high-converting campaigns, reduce ad costs, improve ROI, and scale businesses using Meta's advertising ecosystem.

By the end of this program, participants will be able to confidently run professional Meta Ads campaigns for businesses, brands, personal projects, and clients.

Advanced Meta Ads & AI-Powered Advertising Program Latest Industry-Level Syllabus

After this course, you will be able to work as:

- Meta Ads Specialist
- Performance Marketer
- Social Media Media Buyer
- Facebook Ads Expert
- Instagram Ads Strategist
- Lead Generation Specialist
- E-commerce Ads Specialist
- Creative Strategist
- Funnel Strategist
- Meta Ads Freelancer
- Performance Marketing Team Lead



MODULE 1 – Introduction to Digital Advertising

Overview of Digital Marketing

- What is Digital Marketing
- Types of Digital Marketing
- Paid Marketing vs Organic Marketing
- Introduction to Performance Marketing
- Customer Journey in Digital Advertising
- Marketing Funnel Explained
- CPC, CPM, CTR, CPA, ROAS, ROI

Meta Advertising Basics

- What is Meta Ads
- Facebook Ads Ecosystem
- Instagram Ads Ecosystem
- How Meta Ads Work
- Meta Ads Auction System
- Understanding Audience Behavior
- Buyer Psychology in Social Media

MODULE 2 – Meta Business Setup

Meta Business Manager

- Creating Business Manager
- Meta Ad Account Setup
- Billing Setup
- Facebook Page Setup
- Instagram Business Integration
- User Roles & Permissions

Meta Tools Setup

- Meta Business Suite
- Meta Ads Manager
- Meta Commerce Manager
- Meta Pixel Setup
- Domain Verification

MODULE 3 – Audience Targeting Mastery

Audience Research

- Understanding Target Audience
- Buyer Persona Creation
- Competitor Audience Research
- Audience Segmentation

Audience Types

- Core Audiences
- Custom Audiences
- Lookalike Audiences
- Interest Targeting
- Behavioral Targeting
- Demographic Targeting

Retargeting Audiences

- Website Visitors
- Instagram Engagement Audience
- Video View Audience
- Customer List Audience

MODULE 4 – Meta Ad Creative Mastery

Creative Strategy

- Scroll-Stopping Creatives
- Visual Psychology in Ads
- Emotional Marketing Techniques
- Hook Creation

Ad Formats

- Image Ads
- Video Ads
- Carousel Ads
- Story Ads
- Reels Ads
- Collection Ads

Design Tools

- Canva for Meta Ads
- AI Design Tools
- High CTR Design Techniques



MODULE 5 –Ad Copywriting & Content Strategy

Ad Copywriting Basics

- Writing High CTR Headlines
- Writing Primary Text
- CTA Optimization
- Emotional Copywriting

Advanced Copywriting

- PAS Formula
- AIDA Formula
- Storytelling Ads
- Problem-Solution Ads
- Urgency & Scarcity Techniques

Practical Copywriting

- Lead Generation Ad Copies
- E-commerce Ad Copies
- Local Business Ad Copies
- Personal Branding Ads

MODULE 6 –Campaign Setup & Optimization

Campaign Objectives

- Awareness Campaigns
- Traffic Campaigns
- Engagement Campaigns
- Leads Campaigns
- Sales Campaigns
- WhatsApp Campaigns

Campaign Structure

- Campaign Level
- Ad Set Level
- Ad Level
- Budget Planning
- ABO vs CBO

Optimization Basics

- Learning Phase
- Bid Strategy
- Budget Optimization
- Audience Optimization

MODULE 7 –Instagram & WhatsApp Marketing

Instagram Marketing

- Reels Growth Strategy
- Engagement Optimization
- Instagram Branding
- Viral Content Psychology

WhatsApp Marketing

- WhatsApp Lead Campaigns
- Click to WhatsApp Ads
- WhatsApp Conversion Funnel
- Customer Follow-Up Strategy

MODULE 8 –E-commerce Ads & Scaling

E-commerce Advertising

- Product Catalog Setup
- Commerce Manager
- Dynamic Product Ads
- Retargeting Campaigns

Scaling Strategies

- ROAS Optimization
- Product Testing
- Creative Testing
- Winning Ad Scaling
- Budget Scaling

MODULE 9 –Pixel & Conversion Tracking

Meta Pixel

- What is Meta Pixel
- Pixel Installation
- Event Setup
- Conversion Tracking

Conversion API (CAPI)

- Introduction to CAPI
- Browser vs Server Tracking
- Tracking Accuracy Improvement

Tracking Tools

- Google Tag Manager
- GA4 Basics
- UTM Tracking

MODULE 10 –Retargeting & Funnel Strategy

Retargeting Campaigns

- Website Retargeting
- Video View Retargeting
- Instagram Engagement Retargeting
- Add to Cart Retargeting

Funnel Strategy

- TOF (Top of Funnel)
- MOF (Middle of Funnel)
- BOF (Bottom of Funnel)

Sales Funnel Building

- Awareness Stage
- Consideration Stage
- Conversion Stage

MODULE 11 – AI & Automation in Meta Ads

AI in Advertising

- AI Creative Generation
- AI Ad Copywriting
- AI Video Creation
- Predictive Audience Targeting

Meta Ads Automation

- Automated Rules
- AI Budget Optimization
- Dynamic Creative Optimization

AI Tools Covered

- ChatGPT
- Canva AI
- CapCut AI
- AdCreative.ai
- Copy.ai

MODULE 12 – Landing Page Optimization (CRO)

Conversion Rate Optimization

- What is CRO
- Landing Page Structure
- Hero Section Optimization
- CTA Placement
- Mobile Optimization

High-Converting Landing Pages

- Trust Signals
- Form Optimization
- Page Speed Optimization
- A/B Testing

MODULE 13 – Advanced Optimization Strategies

- Campaign Optimization
- CTR Optimization
- CPC Reduction
- CPM Optimization
- Frequency Control
- Ad Fatigue Management
- Advanced Strategies
- Competitor Ad Analysis
- Creative Testing Framework
- Geo Targeting
- Device Optimization
- Lifetime Value Optimization

MODULE 14 – Reporting & Client Management

- Reporting
- Meta Ads Dashboard
- KPI Analysis
- ROAS Reporting
- Funnel Metrics
- Client Communication
- Campaign Audit Presentation
- Strategy Presentation
- Monthly Reporting
- Proposal Preparation

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