

SkillShot: Meta Ads Bootcamp

Join the Course & Master Meta Ads



04 Weeks



8.00 P.M



Speaker:
Abhishek Raj vatsa

Limited Seats – Enroll Today!

[Schoolofskilldevelopment.in](https://schoolofskilldevelopment.in)

Schedule

Class #	Date	Topic	Time
1	1st [Month]	Introduction to Meta Advertising	8:00 PM – 10:00 PM
2	4th [Month]	Business Suite and Account Setup	8:00 PM – 10:00 PM
3	8th [Month]	Campaign Objectives and Funnel Strategy	8:00 PM – 10:00 PM
4	11th [Month]	Audience Targeting and Segmentation	8:00 PM – 10:00 PM
5	15th [Month]	Crafting Ad Creatives	8:00 PM – 10:00 PM
6	18th [Month]	Budgeting, Bidding, and Delivery	8:00 PM – 10:00 PM
7	22nd [Month]	Optimization and Scaling	8:00 PM – 10:00 PM
8	25th [Month]	Analytics and Final Project	8:00 PM – 10:00 PM

SkillShot Java: Live & Hands-On Learning Syllabus

1

Class 1: Introduction to Meta Advertising

- Understanding the Meta ecosystem (Facebook, Instagram, WhatsApp, Audience Network)
- Why businesses use Meta Ads and how the ad auction works
- Key metrics: Impressions, Reach, CTR, CPC, ROAS
- Overview of Ad Manager interface

2

Class 2: Business Suite and Account Setup

- Creating a Business Manager account
- Setting up Ad Accounts, Pages, and Pixels
- Overview of Meta CAPI (Conversion API)
- Compliance and Ad Policy Basics

3

Class 3: Campaign Objectives and Funnel Strategy

- Understanding the six primary objectives (Awareness, Traffic, Engagement, Leads, App Promotion, Sales)
- Choosing objectives based on business goals and customer journey
- Awareness vs consideration vs conversion campaigns

4

Class 4: Audience Targeting and Segmentation

- Custom, lookalike, and saved audiences
- Understanding Meta's AI targeting
- Mapping audiences across funnel stages
- Testing and scaling approaches



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5

Class 5: Crafting Ad Creatives

- Ad formats: Image, Video, Carousel, Reel Ads
- Writing scroll-stopping copy and CTAs
- Design principles for high-performing creatives
- Creative testing frameworks (A/B, Dynamic Creative)

6

Class 6: Budgeting, Bidding, and Delivery

- Setting up budgets and schedules
- Bid strategies: lowest cost, cost cap, bid cap
- Understanding learning phase and pacing
- ROAS, CPA, and CAC calculations

7

Class 7: Optimization and Scaling

- Reading campaign data to improve results
- When to kill, duplicate, or scale campaigns
- Retargeting funnels and Advantage+ campaigns
- Troubleshooting performance drops

8

Class 8: Analytics and Final Project

- Reading Meta Ads reports and dashboards
- Building a custom report
- Campaign audit and presentation
- Certificate project: Create and present a full ad campaign (objective, targeting, creatives, and budget plan)

WHY ENROLL IN THIS COURSE

Why This Course

Hands on learning

- Hands-on projects and live coding sessions



Expert Instructor

- Learn from experienced instructors



Portfolio Enhance

- Build a portfolio-ready final project



Live QnA

- Interactive Q&A sessions for doubt resolution



Beginner Friendly

- Ideal for beginners and working professionals



Contact Us!



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