



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Catherine.

Having delivered hundreds of campaigns across a range of verticals, she will set you up for success in your training session.

## Typical Training Content

Learn how to plan, build and buy media on Facebook and Instagram. Develop a toolkit for audience targeting, automation and analysis for improving performance.

- ▲ **Planning For Success**
  - ▲ Learn what you should take into consideration when creating your Facebook /Instagram strategies.
- ▲ **The Right Message, To The Right Audience**
  - ▲ Develop a toolkit for audience targeting and creative best practice.
- ▲ **The Facebook Pixel and Building Campaigns**
  - ▲ Understand how the pixel can be used to ensure your campaigns are set up to deliver.
  - ▲ Learn how to build campaigns to perfection in the platform.
- ▲ **Optimisation and Opportunity**
  - ▲ Learn about automation and the levers available to improve performance through analysis.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

