

Webinar – Facebook Ads Manager Training

Friday 21 April 2017

ADVERTISING



Instil
Engaging bright minds

Webinar – Facebook Ads Manager Training

If you want to start using Facebook advertising to reach more customers and build your brand then this is the webinar to attend. This is practical training that will teach you how to create Facebook ads.

Over 1.2 billion people use Facebook and with an audience that large it shouldn't be ignored. Facebook has advertising budgets that rival television now, and it is time every business used this social platform to raise awareness of their organisation and drive business.

The best thing about Facebook's advertising platform is you can choose your own budget - from just \$1 per day to an unlimited spend - the choice is yours. The sheer choices when it comes to targeting the exact people you want, when they are online, is worth the effort with Facebook ads. It is the most popular social network in Australia and is there to be used.

Don't miss out on the opportunity it presents. There is no better time than now to gain people's attention.

What you will walk away with?

- How Facebook ads are structured
- How to create a successful ad campaign
- Various types of ads that are available
- Some of the more useful but less well-known targeting options
- Specific targeting options useful for financial institutions
- How to retarget people on Facebook
- How to set and make the most of your budget



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Who is this for?

- Primarily marketers who want to learn more about Facebook advertising, but also for anyone whose job it is to communicate with customers or grow an organisation online.
- Digital Marketers who may be an expert in one area of digital, but want to broaden their knowledge into other areas.
- Those who new to the marketing role, or who have up until now focused on traditional marketing but have been tasked with finding out how to utilise Facebook advertising.
- Anyone who thinks their organisation needs to be online and take advantage of Facebook.

Simply click here to [register](#). On registration, you will receive a confirmation email with instructions on how to join the webinar.

Date: Friday 21 April 2017

Time: 2:00pm – 3:00pm AEDT

Cost: \$110.00 incl.-GST



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Our presenter – Russell Allert



Russell has been working with digital marketing for over 6 years and has been in the financial industry for over 10 years.

He has helped move Queenslanders Credit Union into the digital era, spearheading projects such as building a mobile-friendly website, using social media to build a community, using digital advertising to increase sales, and developing content which informs and educates.

This has helped the credit union gain new customers (with particular growth in the Gen Y segment), win awards, and compete with much larger banks, including Big 4.

Russell has been asked to speak at COBA on several occasions, the latest being at their 2015 Annual Conference in Darwin. He has also travelled to the USA to present at a WOCCU summit on how to attract Gen Y and Millennials to Mutuals.

In addition to this, he has his own business helping small business owners grow their business online. He is passionate about digital transformation within organisations and believes all organisations need to make the change to stay relevant.