

COURSE BROCHURE

Digital Advertising & Google/Meta Ads

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

In today's highly competitive digital environment, organizations need more than online visibility. They need a disciplined digital advertising strategy that connects business priorities with precise audience targeting, compelling campaign messages, effective media investment, and measurable performance.

Digital Advertising & Google/Meta Ads is a practical professional training program designed to help participants plan, launch, manage, and optimize paid digital advertising campaigns across Google and Meta platforms. The course provides a structured approach to search advertising, display campaigns, video advertising, social media advertising, audience targeting, campaign budgeting, conversion tracking, performance measurement, and continuous optimization.

Participants will learn how to transform organizational objectives into strategically aligned advertising campaigns, select the right platforms and formats, reach priority audiences, improve campaign efficiency, and use performance data to make stronger decisions.

For government entities, ministries, public sector organizations, large corporations, and executive professionals, the course delivers a strong executive-level value proposition: the ability to manage digital advertising investment with greater accountability, strengthen audience engagement, improve campaign effectiveness, reduce wasted media spend, and demonstrate measurable organizational impact.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of digital advertising in modern organizations.
- Develop integrated paid media strategies aligned with organizational objectives.
- Understand the advertising capabilities of Google and Meta platforms.
- Select appropriate campaign objectives, formats, and channels.

- Define target audiences using demographic, behavioral, interest, and intent data.
- Plan effective search, display, video, and social media advertising campaigns.
- Conduct practical keyword research for paid search campaigns.
- Develop persuasive advertising messages and creative concepts.
- Build structured campaign and account frameworks.
- Allocate digital advertising budgets effectively.
- Apply bidding and budget management approaches.
- Understand conversion tracking and campaign measurement.
- Analyze advertising performance using meaningful indicators.
- Optimize campaigns based on data and audience behavior.
- Develop practical digital advertising implementation plans.

Course Content

Day 1: Digital Advertising Strategy and Paid Media Planning

- Understanding the modern digital advertising environment.
- The strategic role of paid digital media.
- Connecting advertising campaigns with organizational priorities.
- Understanding the relationship between paid, owned, and earned media.
- Defining the role of Google and Meta advertising platforms.
- Understanding different campaign objectives.
- Mapping the digital audience journey.
- Identifying priority audience segments.
- Matching campaign objectives with audience stages.
- Selecting appropriate advertising channels and formats.
- Understanding digital advertising budget considerations.
- Developing an integrated paid media strategy.
- Practical exercise: preparing a digital advertising strategy framework.

Day 2: Google Advertising and Search Campaign Management

- Understanding the Google advertising ecosystem.
- Exploring search, display, video, and other campaign opportunities.
- Understanding customer search intent.
- Conducting effective keyword research.
- Selecting and organizing campaign keywords.
- Understanding keyword matching approaches.
- Structuring campaigns and advertising groups.
- Writing relevant and persuasive search advertisements.
- Improving advertisement quality and relevance.
- Understanding landing page alignment.
- Planning bidding and budget strategies.
- Managing negative keywords.
- Evaluating search campaign performance.
- Workshop: building a complete paid search campaign.

Day 3: Meta Advertising and Audience Targeting

- Understanding advertising across Facebook and Instagram.
- Defining campaign, advertising group, and advertisement structures.
- Selecting campaign objectives.
- Understanding audience targeting options.
- Building demographic and interest-based audiences.
- Using customer and organizational data for audience development.
- Developing similar audience approaches.
- Understanding audience exclusions and overlap.
- Planning placements across Meta platforms.
- Selecting effective advertising formats.

- Developing compelling advertising messages.
- Improving visual and video advertising content.
- Managing campaign budgets and delivery.
- Workshop: developing a complete Meta advertising campaign.

Day 4: Campaign Measurement, Conversion Tracking, and Optimization

- Understanding the importance of measurement in digital advertising.
- Defining meaningful campaign performance indicators.
- Measuring impressions, reach, clicks, engagement, and conversions.
- Understanding acquisition cost and advertising efficiency.
- Evaluating return on advertising investment.
- Understanding conversion tracking principles.
- Connecting campaign performance with website actions.
- Evaluating landing page effectiveness.
- Interpreting advertising platform reports.
- Identifying high-performing and underperforming campaigns.
- Optimizing audiences, keywords, messages, and placements.
- Improving budget allocation based on performance.
- Applying structured campaign testing.
- Practical exercise: analyzing and optimizing campaign performance.

Day 5: Advanced Campaign Planning and Digital Advertising Governance

- Developing integrated Google and Meta advertising strategies.
- Coordinating campaigns across platforms.
- Managing audience exposure and campaign frequency.
- Planning advertising campaigns across different stages of the audience journey.
- Developing campaign calendars.
- Allocating budgets across channels and objectives.

- Managing internal teams and external agencies.
- Establishing campaign approval and governance processes.
- Protecting brand consistency in digital advertising.
- Managing advertising risks and platform compliance.
- Developing executive campaign reports.
- Presenting advertising performance to senior management.
- Building a digital advertising optimization roadmap.
- Final workshop: presenting an integrated digital advertising campaign plan.

Target Audience

This course is designed for professionals responsible for digital advertising, marketing, communication, audience engagement, campaigns, and organizational performance, including:

- Digital marketing managers.
- Marketing managers and professionals.
- Digital advertising specialists.
- Campaign managers.
- Social media managers.
- Corporate communication professionals.
- Government communication specialists.
- Public relations professionals.
- Brand managers.
- Content and creative teams.
- Business development professionals.
- Customer engagement teams.
- Marketing analysts.
- Agency account managers.
- Executives responsible for digital marketing investment.

Course Requirements

No advanced technical background is required. Participants should have basic familiarity with digital marketing, online communication, social media, or advertising concepts.

Participants are encouraged to bring examples of current campaigns, advertising challenges, audience profiles, performance reports, or organizational marketing objectives for use during practical exercises.

Access to advertising accounts may support practical application, although it is not essential for understanding the course content.

Training Methodology

The course uses an interactive and application-focused methodology designed to connect digital advertising strategy with real-world campaign execution and measurable performance.

The training methodology includes:

- Expert-led presentations and strategic discussions.
- Real-world digital advertising examples.
- Platform demonstrations.
- Audience targeting exercises.
- Keyword research activities.
- Campaign planning workshops.
- Advertisement writing exercises.
- Budget allocation simulations.
- Performance analysis activities.
- Campaign optimization exercises.
- Practical case studies.
- Group problem-solving sessions.
- Implementation planning and presentations.

Participants will continuously apply course concepts to realistic advertising scenarios, enabling them to leave the program with practical tools, campaign frameworks, and implementation approaches that can be used directly within their organizations.

Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Develop strategically aligned digital advertising plans.
- Select suitable advertising platforms and campaign formats.
- Define and segment priority audiences.
- Plan effective Google advertising campaigns.
- Conduct structured keyword research.
- Develop relevant paid search advertisements.
- Plan effective Facebook and Instagram advertising campaigns.
- Build targeted advertising audiences.
- Select appropriate campaign placements and formats.
- Develop compelling advertising messages.
- Manage campaign budgets and bidding decisions.
- Measure campaign performance using relevant indicators.
- Evaluate advertising efficiency and conversion performance.
- Optimize campaigns based on data and audience behavior.
- Develop integrated digital advertising implementation roadmaps.

Instructor Profile

The course is delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings deep expertise in digital advertising strategy, Google advertising, Meta advertising, paid media planning, audience targeting, campaign optimization, conversion measurement, performance analysis, and digital marketing transformation. The training approach combines executive-level strategic insight with practical tools, real-world campaign applications, and implementation methods suitable for government

entities, ministries, public sector organizations, large corporations, and executive professionals.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

Websitewww.skillslab-training.com**Email**info@skillslab-training.com**WhatsApp**[+966 559 653 447](https://wa.me/966559653447)

Generated by Skillslab Training

info@skillslab-training.com | WhatsApp: +966 559 653 447

www.skillslab-training.com