



**PAID ACQUISITION
DEEP DIVE
FACEBOOK SYLLABUS
UPDATED FOR IOS14**



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Overview

Learn how to leverage paid acquisition to target and acquire your ideal customers on Facebook. Our deep dive programs are highly focused to help you own your acquisition. The current program is a 6-week deep dive on Facebook paid acquisition. With an additional bonus week 7 for eCommerce businesses.

Course Includes:

- 6 weeks of on demand content + 1 bonus week on Commerce
- Management
- Supplementary content
- Optional homework
- Office hours & instructor review
- Real ad-campaign run-throughs
- And more...

[Learn more!](#)



"This isn't fluff material. The pace of the class was perfect enough to give us time to apply the actions in between each session."

- Bethany Schoengarth, Healium

Module 1: Introduction To Facebook Ads

Learn the basics of different advertising types and how they impact your decision making process creating Facebook Campaigns.

This module includes:

- Advertising goals & placements
- Campaign types & use cases
- Overview of how to use of Facebook Ads Manager

Module 2: Tracking Management

Learn how to set up your tracking to monitor your campaigns on Facebook.

This module includes:

- Setting up tracking using Google Tag Manager
- Using trackers to create audiences
- Cross tracking for upsells
- Leveraging your tracking events across the ads manager
- Key metrics, relevancy and management

"The course was well put together with a ton of information. It'll be nice to be able to review everything over the next few months now that the course has ended. A great way to improve pieces of your business while looking at it holistically."

- Lana Fox, ClinicNote, Inc.



Module 3: Content Planning, Productivity & Tools

Learn how to set up, target, track and monitor different audiences in Facebook Ads Manager..

This module includes:

- Setting up audiences
- Facebook's algorithm leverage scenarios
- Behaviour management

Module 4: Experimentation, tests and dynamic adverts

Learn how to set up experiments, track results and continuously improve your Facebook Ads.

This module includes:

- Split testing
- Dynamic Ads
- Copy, Headline, CTA, Content & Landing page variants
- Competitor analysis with Facebook Ads Library



"Everything inside Velocity Growth... from the weekly sessions to the expert guests to the office hours with Craig... has been tremendously insightful and actionable."
- Dan Stanley, PokerCoaching.com

Module 5: Reporting, and results management

Learn how to create reports, how to read your data, learn about different metrics and how to integrate your reporting with advertising on other platforms.

This module includes:

- When to kill campaigns
- Signal leveraging
- Google Data studio reporting

Module 6: Live Ad Set Up

In week 6 we demonstrate a best practice live set up of a campaign so that you can get deeper insight into the how to of Campaign set up in Facebook Ads Manager



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Bonus Week

Module 7: Facebook For eCommerce

Learn how to manage your catalogue, integrate your website products with Facebook, how to advertise effectively and how to use this feed to tag products in your organic content.

This module includes:

- Catalogue adverts and shopping campaigns
- Upselling/cross-selling
- Catalogue management



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Reviews and Testimonials

- "The layout of the course is excellent. The material organically builds on the previous week making it easy to understand and apply to our current growth strategies."
- "The guest speakers are great - extremely knowledgeable."
- "I think the course is organized well and has lots of content. It's a really good overview and the speakers have been great."
- "Fantastic content."
- "Fluidity of Relevant information delivered in a way that will be easily built upon. Right mix of story telling with factual data. Bravo!"
- "I thought it was informative, easy to understand, and overall enjoyable. I noticed there were 107 ppl attending and there were still 106 ppl left near the end of the presentation which I view as a good sign. I like there is a worksheet/templates to use and I feel like the information would not be easy to find elsewhere (at least not in a cohesive, easy way)"
- "Hardly find this type of content online. You talk about REAL industry experience. Great investment!"

"Craig put on a great course, I enjoyed his lectures, the guest speakers, and all of the material was fantastic. Definitely recommend this to anyone looking to level up their growth skills."

- Shea Darlison, Rise Vision

