

Meta Ads in Action

Live Campaign Mastery Workshop

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Duration

- **4 Online Live Sessions (Google Classroom)**
- **Total | 8 Hours**

Target Audience

Senior Marketers

Decision-makers responsible for marketing strategy and budget allocation

Media Buyers

Professionals responsible for purchasing advertising space

CMOs

Chief Marketing Officers overseeing all marketing initiatives

Growth Hackers

Innovative marketers focused on rapid business growth

Performance Media Buyers

Specialists focused on ROI-driven advertising campaigns



Module & Session Breakdown

Module 1: Sales Campaigns – Conversion Focus from Day One

Module 2: Remarketing & Full-Funnel Strategy

Module 3: Scaling Strategies & Budget Optimization

Module 4: Performance Tracking & Advanced Reporting

Module 1: Sales Campaigns – Conversion Focus from Day One

Session 1 | 2 Hours

Objectives:

- Master the setup of **Meta conversion campaigns** for immediate sales.
- Learn high-CTR ad structures for Arabic & English creatives.
- Apply MENA-specific targeting for B2B and B2C.

Topics:

- Campaign objectives & when to use them for sales.
- Audience targeting (Core, Custom, Lookalike).
- Creative formats (Image, Carousel, Video, Collection).
- Conversion API setup for tracking.

Case Studies:

- Real-estate Campaign (Egypt)
- Ecommerce (KSA)

Task:

Build a full conversion campaign with targeted ad sets for a selected MENA market.

Unlock your growth potential.

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Unlock your
growth potential

Module 2: Remarketing & Full-Funnel Strategy

Session 2 | 2 hours

Objectives:

- Create **remarketing flows** that convert leads into buyers.
- Use multi-level remarketing for different buyer stages.
- Integrate CRM audiences for smarter targeting.

Topics:

Website visitor retargeting (14-day, 30-day, 90-day windows).

Engagement retargeting (video views, IG profile visits).

Catalog-based dynamic ads for e-commerce.

CRM integration for lead nurturing.

Case Studies:

Education (UAE)

Food & Beverage (Egypt)

Task:

Design a full-funnel remarketing plan for a live business.



Module 3: Scaling Strategies & Budget Optimization

Session 3 | 2 hours

Objectives:

- Identify campaigns ready for scaling.
- Apply **budget scaling and horizontal expansion** strategies.
- Refresh creatives to maintain performance.

Topics:

- Vertical vs. horizontal scaling.
- CBO (Campaign Budget Optimization) vs. ABO (Ad Set Budget Optimization).
- Creative refresh & iterative testing.
- Scaling into new geos in the MENA region.

Case Studies:

E-commerce (UAE)

Medical (KSA)

Task:

Create a scaling plan for a winning campaign and simulate budget changes.



Module 4: Performance Tracking & Advanced Reporting

Session 4 | 2 Hours

Objectives:

- Build **tracking systems** to measure campaign ROI.
- Diagnose underperforming campaigns.
- Apply automation rules for efficiency.

Topics:

Setting up and using advanced reporting in Ads Manager.

Attribution windows & interpreting data.

Integration with Google Analytics & Looker Studio dashboards.

Automated rules for pausing or scaling ads.

Case Studies:

Real Estate (Egypt)

Education (KSA)

Task

Build a Looker Studio dashboard pulling in Meta Ads data.



Final Project

Description:

Participants will build a **complete Meta Ads funnel** for a real or provided business:

Conversion Campaign (Sales)

Create a sales-focused campaign with optimized targeting and creative assets

Remarketing Flow

Develop a multi-stage remarketing strategy to capture lost prospects

Scaling Plan

Design a methodical approach to increase budget while maintaining performance

ROI Dashboard

Build a comprehensive reporting system to track and analyze campaign performance

Evaluation Criteria:

- Funnel structure & targeting relevance.
- Creative quality & format variety.
- Tracking setup accuracy.
- Scaling & optimization plan.



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Investment Package

15,000 EGP

Standard

Regular registration fee for the complete
4-day workshop

12,000 EGP

Early Bird

Discounted rate for early registrations

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Thank You



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