# Course Overview

<table>
<thead>
<tr>
<th><strong>Total price</strong></th>
<th>9,600 baht</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>Total 8 hours</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>2 sessions of 4 hour in-person classes OR 4 sessions of 2 hour online classes</td>
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<tr>
<td><strong>Type of class</strong></td>
<td>In-person live group class</td>
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<tr>
<td><strong>Level</strong></td>
<td>Beginner</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>English (Thai also available)</td>
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<tr>
<td><strong>Class size</strong></td>
<td>Maximum 8 students</td>
</tr>
<tr>
<td><strong>Software</strong></td>
<td>FB Ads manager, Canva, Ads Manager mobile app, WordStream Ads Grader, Unbounce, AdEspresso</td>
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<tr>
<td><strong>Topics</strong></td>
<td>Target Audience Analysis, Facebook guidelines, Sales funnels &amp; leak analysis, Retargeting, A/B Testing, Budgeting, Facebook Pixel, Campaign Structure</td>
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<tr>
<td><strong>How to apply</strong></td>
<td>Email info@webcoursesbangkok to find out the next available course date</td>
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"...there is nowhere else to find teachers who have inspired me so much..."

Peerapat Liao Ball, Google review 5 stars
Increase your Facebook and Instagram reach via Ads

Social Media has become a new norm in this generation. Knowing how to utilise social media to your advantage will give your business an extra boost.

Explore the customer’s journey with your brand on social media to understand where Facebook and Instagram ads fit in so you know what type of messaging makes the most sense.

Dive into Facebook Business Suite app and Facebook Ads Manager to see how these tools can help you manage your business on Facebook and Instagram so you can always be in the know.

Practice setting up ad campaigns for Facebook and Instagram so you understand how to create ads, set the target audience, assign a budget and make sure everything is in compliance with Facebook's ad policy and guidelines.

Learn about different types of campaigns and testing different ad creatives on Facebook so you can evaluate performance, create reports and set best practices to help you drive more conversions and sales.
Create campaigns and run ads on Facebook (Meta) and Instagram for your business
Increase engagement, with your business, using Facebook and IG ads.

- Explore the customer’s journey with your brand on social media to understand where Facebook and Instagram ads fit in so you know what type of messaging makes the most sense
- Practice setting up ad campaigns for Facebook and Instagram so you understand how to create ads, set the target audience, assign a budget and make sure everything is in compliance with Facebook’s ad policy and guidelines
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We believe your success is our success
Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn how to create campaigns and run ads on Facebook and Instagram for your business. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.
## Course outline

### Week 1

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing</td>
<td>The basic of digital marketing</td>
<td>Learn what digital marketing is and how it is different from generic marketing. Know what more can you do with digital marketing.</td>
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### Week 2

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
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<tbody>
<tr>
<td>Know your tools</td>
<td>Facebook and Instagram Ads</td>
<td>introduction to Facebook and Instagram. Know each platform strength and weakness. Create a campaign structure as well as objective on Facebook and Instagram Ads</td>
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<tr>
<td>Week 3</td>
<td>Lesson</td>
<td>Theory</td>
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<tr>
<td></td>
<td>Ads format</td>
<td>Learn the best format for Ads</td>
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<tr>
<td></td>
<td>Finalise your Ads</td>
<td>Result and tracking</td>
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Our teaching philosophy

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

**Personalised learning system**

We design our courses using the 4MAT Model, which approaches learning in a holistic way combining the left-brain and right-brain, so you will learn topics and skills in a unique way that enables you to use them in the real-world with confidence.

**Practical**

We show you how to use industry-specific tools and programs, so you get lots and lots of practice and feel confident to use them independently.

**Real-world applications**

Our industry expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real-world experiences.

**Friendly**

Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.
Choose right Ads manager

Understand how to use Business Suite and Ads Manager to manage your business.

Successful Ads

Run successful ad campaigns on Facebook and Instagram.

Optimise Ads

Use data insights to optimise ad campaigns.
Payment

Early bird 10% off
Book and pay 30 days in advance and save 10% off your total

Refer a friend
Invite your friends and receive a 500 baht discount per referral - or, book as a group and receive special pricing!

Payment terms
Total price 9,600 baht
50% deposit to confirm your place and 50% on the first day of the course.

Payment options
- PayPal
- Credit Card (+3% charges)
- Bank transfer
- Monthly installments (with 0% interest)
- Omise (+3.56% Charges)

Account details
Bank: Kasikorn Bank
Name: Web Consulting Bangkok Co., Ltd.
Branch: Sukhumvit 21
Account number: 611-2-04400-9
SWIFT: KASITHBK

Company details
Address: Web Consulting Bangkok Co., Ltd (Branch 1)
1028/5 1st Floor, Pongamorn Building,
10120 Bangkok, Thailand
Phone: +(66) 2-6798607,
Direct: +(66) 95 641 9445

Note: Please make sure you send in your payment receipt. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.
Our graduates go on to have successful careers in web and tech.
We have full time accredited courses by the
Ministry of Education Thailand

50+
Courses
in graphic design, web design, web development, photography, videography & online marketing
We look forward to adding you to this number

9,000+

Graduates

100+

Privately trained companies

300,000+

Hours of learning delivered
Web Courses Bangkok Academy is located in the heart of Bangkok’s business district and easily accessible by public transport. We’re a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city’s bustling riverfront and Chinatown are just a 10-15 minute taxi ride from our academy.

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Webcoursesbangkok.com