



HATCH:FACEBOOK

Sharpen your skills in Facebook Marketing

Thanks for your interest in our upcoming Hatch:Facebook course. Here we provide an overview of the course curriculum, format and how to book a place.

MORE THAN JUST FRIENDS

Being able to run effective Facebook campaigns is a key skill for any digital marketer. It's one of the biggest and fastest growing digital channels, accounting for \$17BN ad spend in 2015. Our advanced course is for people comfortable with the fundamentals of digital marketing and data analysis and want to learn the most cutting-edge techniques. We cover a number of verticals including eComm, mobile apps, travel & gaming and quickly build up to the latest performance-driving techniques.

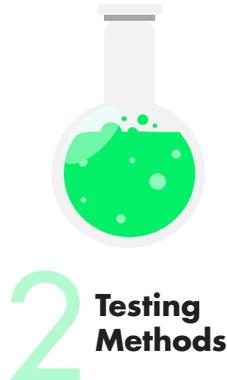


JOIN OUR CLIENTS

4 KEY AREAS YOU LEARN ABOUT ON HATCH:FACEBOOK

1 Bidding & Attribution Modelling



3 Advanced Optimisation



WHAT OUR CLIENTS SAY ABOUT US



Nadia Kliashchuk, IG:

"As an advanced Facebook advertiser, I learnt loads from the course, leaving with great ideas of how to improve our existing Facebook marketing activity and new techniques & strategies to try. Highly recommended for both beginners and experienced Facebook advertisers"



James Fitzsimmons, Shop Direct:

"Great insight and unbiased advice on best practice with thought-provoking, interactive exercises and a very engaging trainer!"



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COURSE TUTOR & DESIGNER



Minas Iatrou

Minas has spent 7 years managing largescale Facebook ad campaigns, initially at Alchemy Social and now at leading Facebook Marketing Partner, Nanigans, where he heads up the EMEA campaign management team. Minas is currently studying for an MSc in Social Research & Statistics.

COURSE FORMAT

2- day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:

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DETAILED AGENDA: DAY 1

- **Campaign Goals:** DR vs brand, volume vs efficiency and different ad types
- **Targeting:** prospecting vs retargeting, best practice strategies using custom audiences, advanced lookalike nesting, intersection targeting and exclusions
- **Delivery Locations:** a closer look at the difference in strategy needed for ads running on mobile, desktop, Instagram and the Audience Network
- **Bidding 1:** tracking setup and the new Facebook pixel, the different bid types available and optimal audience sizes
- **Bidding 2:** setting the right bid level, the importance of action rates and factoring in customer lifetime value (CLV) models, concepts of value per click (VPC) and audience segments
- **Creative:** best practice and different ad types available, creative refresh strategy

DETAILED AGENDA: DAY 2

- **Retargeting:** custom audiences, website custom audiences, app events and dynamic product ads. How to define your retargeting strategy
- **Account Organisation:** account hierarchy, account levels and functions, optimal setup, budget settings and naming conventions
- **Launching:** how to test different variables (imagery, copy etc) and in what order, how to budget, the importance of data significance
- **Exploit vs Explore:** what to consider when setting up effective A/B tests, discussion of Simpson's Paradox
- **Attribution and Reporting:** different attribution models (linear, last click, first touch etc), role of FB in the funnel, what to report on and how often
- **Advanced Optimisation:** pivoting data, deep dive data analysis, amplify positive trends, stop negative trends, what to look at and how often (daily vs weekly)

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

