META ADS MASTERCLASS With Andromeda Algorithm Updates

Course Positioning: This course teaches students how Meta Ads work after the Andromeda update, focusing on strategy, creatives, AI optimization, and real client scaling.

Module 1: Meta Advertising Ecosystem

Understanding Meta Ads fundamentals, Boost vs Ads Manager, paid vs organic traffic, and funnel-based advertising mindset.

Module 2: Andromeda Algorithm Update

Deep dive into Meta Andromeda algorithm, AI-driven delivery, creative signals, broad targeting, Advantage+ campaigns, and learning phase changes.

Module 3: Business Manager & Account Setup

Professional Business Manager setup, ad accounts, page linking, pixel basics, domain verification, and avoiding ad bans.

Module 4: Campaign Objectives (Modern Meta Logic)

Understanding which objectives work best in 2025, Sales and Leads focus, and avoiding money-wasting objective mistakes.

Module 5: Audience Targeting (New-Age Strategy)

Broad targeting, custom audiences, lookalikes, retargeting strategies, and why over-targeting is outdated.

Advanced Execution, Scaling & Monetization

Module 6: Creative Strategy (Most Important)

Creative-firstadvertisingapproach,UGC-stylevideos,hooks, watch-time signals, and AI tools like HeyGen, Canva, and CapCut.

Module 7: Copywriting for Meta Ads

Psychology-based adcopy,hook-pain-desire-CTA framework, short vs long copy, and audience-specific messaging.

Module 8: Budgeting, Bidding & Scaling

Dailyvslifetimebudgets,learningphaserules,scaling methods, duplication strategies, and cost control.

Module 9: Optimization & Performance Reading

CTR,CPC,CPA,ROASanalysis,creativefatiguesignals,optimization checklists, and reporting routines.

Module 10: Lead Handling & Funnel Integration

Metaleadforms,WhatsAppads,CRMtools,automation,follow-up psychology, and improving lead conversion.

Module 11: Freelancing, Agency & Client Handling

Client pitching,pricingmodels,high-demandniches,reporting,communication, and building a Meta Ads career.

Final Outcome: Students will confidently run Meta Ads after Andromeda updates, manage clients, scale campaigns, and earn professionally.

Meta Ads (Facebook & Instagram Advertising) – Job-Oriented Course

Complete Meta Ads Training
Learn end-to-end Facebook & Instagram advertising, from account setup to scaling high-performing ad campaigns.

Practical, Hands-On Learning
Run real ad campaigns, create audiences, design creatives, write ad copies, and optimize ads with live data.

Advanced Targeting & Retargeting
Master custom audiences, lookalike audiences, pixel tracking, conversion API, and retargeting strategies used by professionals.

Creative Strategy & Ad Copywriting
Learn how to create scroll-stopping creatives, AI-assisted ad copies, hooks, headlines, and CTAs that convert.

Campaign Optimization & Scaling
Understand budget control, A/B testing, cost reduction strategies, scaling methods, and performance analysis.

AI Tools for Meta Ads
Use AI tools for creative ideas, audience research, ad copy generation, and performance improvement.

Performance Tracking & Analytics
Learn to analyze CTR, CPC, CPA, ROAS, and other key metrics using Meta Ads Manager and reports.

Job Placement Assistance
We support students with resume preparation, mock interviews, practical tests, and job referrals for Meta Ads and Performance Marketing roles.

Gain real-world experience by managing live business campaigns and building a strong performance marketing portfolio.

Career Support Till Placement
Ongoing mentorship and guidance until you secure a job or freelancing opportunity.

Who Should Join
Freshers, marketers, business owners, freelancers, and anyone aiming for a career in Performance Marketing.

Career Opportunities
Prepare for roles like Meta Ads Executive, Performance Marketer, Paid Media Specialist, and Growth Marketer.