



MASTER

∞ Meta **ADS**

AI-DRIVEN TRAINING PROGRAM

BY AVSAR DIGITAL

What You Will Learn – Basic Fundamentals

- How Meta Ads work
- How to choose the right campaign objectives
- How to create audiences
- How to write ads
- How to make ad creatives
- How to set budget & schedule
- How to run lead generation & conversion ads
- How to read results in Ads Manager
- Live campaign setup



What You Will Learn – Meta Ads with AI

- What AI is and how it is used in Meta Ads
- How Meta's AI works in ad delivery & optimization
- Where AI adds value vs where human strategy is required
- Automation concepts in Meta Ads (Advantage+, budget, placements)
- AI support for campaign planning & scaling
- AI-assisted ad copy, hooks & creative ideas
- Ethical use of AI, data privacy & Meta Ads policies
- Using AI for audience research & targeting insights



Basics of Meta Ads with AI

- Meta Ads structure (AI-driven auction system)
- What is Pixel & why it matters for AI learning
- CPM, CPC, CTR explained with AI optimization logic
- What is A/B Testing (AI-powered test results)
- Understanding campaign goals & how AI optimizes them



Types of Campaigns You Will Learn

- **Awareness Ads** – reach more people
- **Traffic Ads** – send people to website
- **Engagement Ads** – likes, comments, saves
- **Leads Ads** – instant forms on Facebook/IG
- **Sales Ads** – website purchases
- **Remarketing Ads** – re-target past visitors



How to Create Ads Using AI

- Create & select audience using AI suggestions
- Write ad copy with AI tools (ChatGPT, Meta AI ideas)
- Generate headlines & CTAs using AI
- Set daily budget using AI budget optimization
- Create ad creatives using AI tools (image/video)
- Set budget & schedule with AI delivery system
- Choose placements with Advantage+ (AI placements)



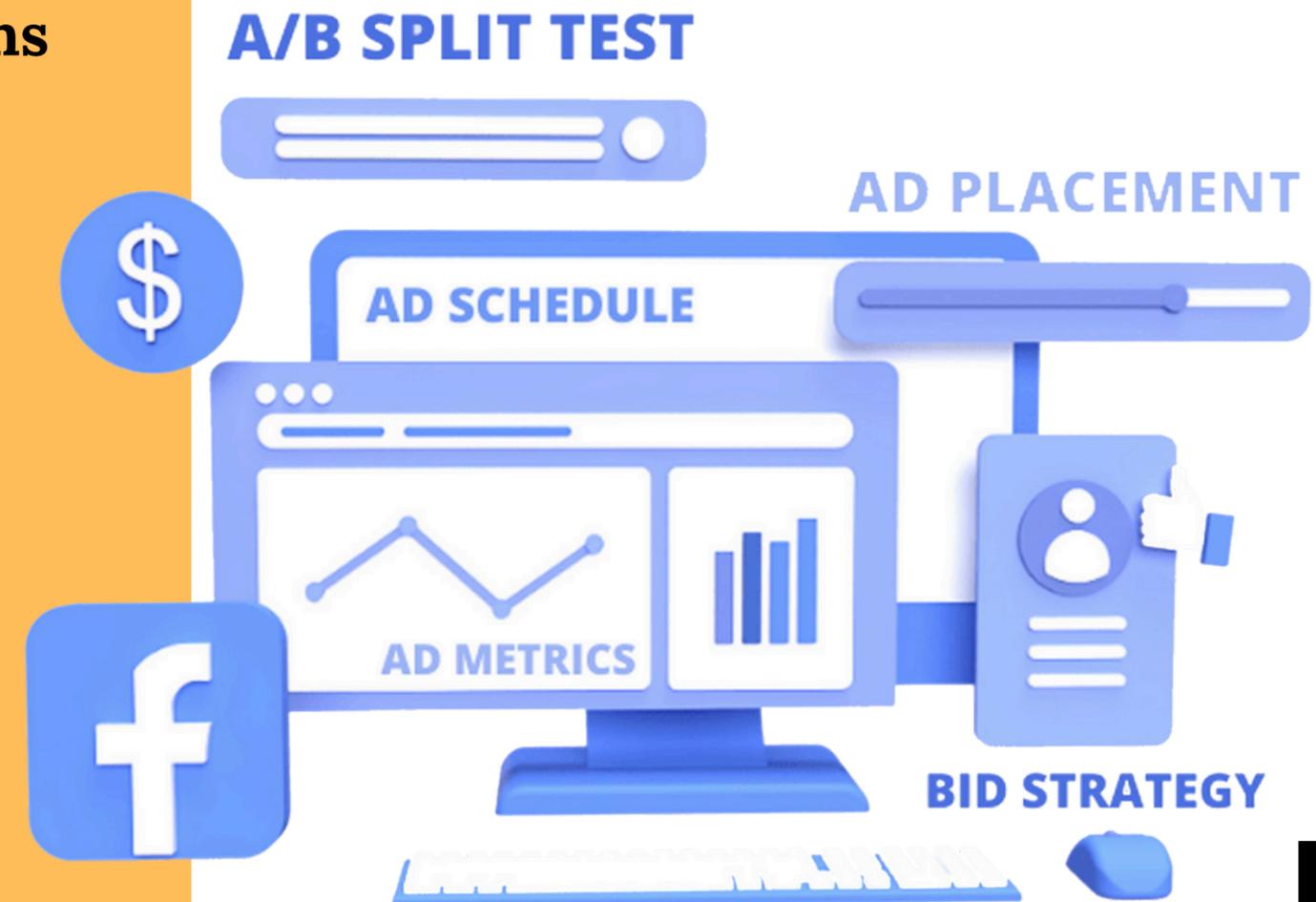
Tracking & Pixel Setup

- How to install MetaPixel
- Track website events (view, add to cart, purchase)
- Connect website to Ads Manager
- How to track leads, calls, forms Connect Pixel
- with GTM & GA4



Optimization+Practical Work Using AI

- Improve ad performance using AI recommendations
- Reduce ad cost with AI-based optimizations
- Add negative audiences using AI data analysis
- Test creatives & copies using AI A/B testing
- Understand Quality Ranking with AI feedback
- Create AI-powered remarketing audiences
- Hands-on training with real campaigns & AI tools
- Certificate after course completion





ENROLL NOW

Start your journey to becoming a Meta Ads expert with AI-powered skills..



THANK YOU