



THE UNIVERSITY OF  
SYDNEY

# **Social Media Advertising and Website Optimisation Course**

*Centre for  
Continuing Education*



# Social Media Advertising and Website Optimisation Course



Did you know that 87% of buyers think that social media helps them make shopping decisions, and 43% of customers learn about new products and services through social media networks? A successful social selling program leads to increased pipeline, better win rates, and up to 48% larger deals.\*

Social selling is an important strategy in your digital marketing plan to engage with potential customers, build relationships with them, and encourage them to buy. However, for long-term success, you need to understand both the fundamentals and current best practices.

This course covers how to generate a return on investment (ROI) from Facebook, Instagram and LinkedIn paid advertising and how to drive conversions on your website from these campaigns.

\*Source: <https://optinmonster.com/social-selling-statistics/>

## Intended audience

Marketing directors, managers, team members or business owners who want to start advertising or are trying to get more out of their current paid advertising.



### Course duration

1 session, 8 hours total



### Time

9am - 5pm



### Format

Face-to-face  
or  
Online in real-time



### Dates

Browse available  
[course dates](#)

## Prerequisites

Prior to attending, you should:

- have an active Facebook business page, an Instagram business profile and a LinkedIn company page that you have access to; and
- be familiar with Meta Business Manager.



## Upon completion

Every participant receives a University of Sydney certificate of completion.



## Aims

You will learn the exact strategies and steps you need to conceptualise and run a successful social media ad campaign from start to finish. Plus, see real-world examples.



## Outcomes

By the end of this course, you should be able to:

- create a compelling offer you can use in your advertising so your campaigns get higher engagement
- create a high converting landing page, and know the updates you need to make on to your website, so you get to gain more leads or make more sales from your ads
- set-up, run, and manage paid advertising campaigns that drive results on Facebook, Instagram and LinkedIn
- monitor, analyse, and optimise your results.



## Content

- Understanding the customer journey and how it applies to an ad campaign and your website
- Why you need an offer for a successful campaign and how to create one
- What you need on a landing page in order to convert your traffic
- What is website conversion rate optimisation (CRO) and what improvements you need to make on your website before running a campaign
- How to set up the tracking you need with the Meta Dataset (pixel) and LinkedIn Conversion Tracking and understanding standard events and custom conversions
- The different types of campaigns you need to generate effective conversions long-term
- What audiences and targeting you need to set up and how to do so for both cold traffic and retargeting
- How to prepare your creative assets and how to use AI to assist
- The steps to implement paid advertising through Facebook, Instagram and LinkedIn
- The metrics and reporting you need to analyse and track your campaigns
- What changes to make if your ads are not performing



## What you need to do before the course

To participate in this course, you will need a laptop with the following accounts set up in advance:

- Facebook account and ensure you have access to your Meta Business Manager
- Meta ads account
- Instagram account
- LinkedIn and LinkedIn Advertising account

## Materials

Course materials are provided electronically.



*“The Social Media Advertising and Website Optimisation Course was incredibly insightful. It provided clear, step-by-step tutorials and practical tips on how to optimise your ad spend across different social media platforms. The class was very interactive, easy to follow, and packed with valuable information.*

*This is my second class with Heather, and she’s amazing as always. I’d highly recommend this course if you’re looking to learn how to run social media ads more effectively.”*

**Natasha Nguyen**



## **Organisational training and development**

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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*inspire leadership*

**For more information**

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