Targeted Social Media Campaign Management on Meta, Snapchat, and TikTok Training Course



07 - 11 Dec 2026

Rome

5800 € (Per Person)

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Course Introduction / Overview:

This comprehensive program delves into the strategic and practical aspects of targeted social media marketing across the industry-leading platforms: Meta (Facebook and Instagram), Snapchat, and TikTok. It is a deep-dive exploration of how modern businesses can effectively plan, execute, and measure high-impact advertising campaigns on the platforms shaping contemporary digital consumption and short-form content. Participants will move beyond simple posting to master advanced campaign creation, audience targeting, budget optimization, and performance analysis, learning to navigate the unique algorithms and user behaviors of each network. The course incorporates strategic frameworks, drawing inspiration from leading academic thought in the digital marketing field. For instance, the works of authors like Dr. Yogesh K. Dwivedi, who studies digital and social media, emphasize the strategic integration of these channels for maximum business impact, a theme central to this curriculum. Furthermore, concepts detailed in professional texts like "Social Media Strategy: A Practical Guide to Social Media Marketing and Customer Engagement" by Julie Atherton provide a practical foundation for campaign architecture. Delivered by BIG BEN Training Center, this course is committed to equipping marketing professionals with the skills needed to achieve measurable return on investment (ROI) from their social media advertising expenditure, focusing on real-world campaign management, paid social strategy, conversion tracking, and building a cohesive brand presence.

Target Audience / This training course is suitable for:

- Digital Marketing Managers and Specialists.
- Social Media Managers and Coordinators.
- Campaign Managers and Paid Media Buyers.
- Marketing Executives and Brand Managers.
- Advertising and PR Professionals.
- Business Owners and Entrepreneurs looking to scale digital presence.
- Content Strategists and Creators.

Target Sectors and Industries:

- Retail and E-commerce seeking direct sales and product promotion.
- Hospitality and Tourism aiming to drive bookings and destination awareness.
- Entertainment and Media leveraging viral content and audience engagement.
- Technology and Software focusing on lead generation and product adoption.
- Financial Services require compliant and targeted advertising campaigns.
- Healthcare and Wellness promoting services and patient engagement.
- Non-profit Organizations and Government Agencies needing effective public outreach and communication.

Target Organizations Departments:

- Marketing and Communications Department focusing on digital strategy and brand visibility.
- Sales Department utilize social channels for lead generation and nurturing.
- Customer Service Department engages in social care and real-time response management.
- Public Relations Department managing reputation and crisis communications.
- Product Development Department gathering audience insights and feedback.

Course Offerings:

- By the end of this course, the participants will have able to:
- Design and implement full funnel paid social campaigns across Meta, Snapchat, and TikTok advertising platforms.
- Develop platform-specific content and creative strategies tailored to short-form video and visual consumption.
- Master advanced audience segmentation and targeting techniques for precision advertising.
- Analyze and interpret key performance indicators (KPIs) to measure campaign ROI and conversion tracking.
- Manage campaign budgets and bidding strategies to optimize cost per acquisition (CPA) and cost per click (CPC).
- Leverage retargeting and lookalike audiences to maximize campaign reach and efficiency.
- Ensure campaign compliance with platform advertising policies and industry regulations.

Course Methodology:

This intensive training employs a highly practical and interactive methodology designed for immediate skill application. The core of the course revolves around real-world case studies and practical exercises where participants will manage simulated social media advertising budgets and campaign scenarios. This hands-on approach involves a mix of expert-led discussions, group problem-solving, and platform walk-throughs to ensure a deep understanding of paid social strategy. Key to the delivery is the focus on interactive sessions, encouraging participants to troubleshoot campaign challenges and share insights into platform-specific audience targeting. We utilize an iterative feedback process, where each participant receives constructive critique on their drafted campaign plans and creative concepts, fostering a continuous improvement loop essential for mastering conversion tracking. Furthermore, the program features dedicated sessions for exploring advanced tools and features within the Meta Ads Manager, Snapchat Ads Manager, and TikTok Ads Manager, ensuring participants can confidently utilize the full range of advertising functionality. BIG BEN Training Center is committed to a learning environment that encourages strategic thinking, moving beyond simple tool usage to develop genuine expertise in cross-platform social media campaign management and optimization. We incorporate the latest changes in platform algorithms and paid media buying best practices.

Course Agenda (Course Units):

Unit One: Strategic Foundations for Targeted Social Media Marketing

- Understanding the current social media marketing landscape and paid social strategy.
- Setting SMART objectives and key performance indicators (KPIs) for advertising campaigns.
- Developing a cross-platform content and audience targeting strategy.
- Introduction to Meta, Snapchat, and TikTok advertising ecosystems and ad formats.
- Legal and ethical considerations in social media advertising and data privacy.
- The role of short-form video content in driving campaign performance and engagement.
- Analyzing the competitor landscape and market positioning on key social channels.

Unit Two: Mastering Meta (Facebook and Instagram) Campaign Management

- Deep dive into Meta Ads Manager structure, from campaigns to ad sets to ads.
- Advanced audience segmentation: Custom Audiences, Lookalike Audiences, and detailed targeting.
- Creating compelling ad copy and creatives that stop the scroll and drive conversion.
- Budget optimization strategies: Campaign Budget Optimization (CBO) and bidding methods.
- Implementing and verifying the Meta Pixel for conversion tracking and retargeting.
- Troubleshooting common ad disapproval and delivery issues.
- Reporting and analysis of Meta campaign performance metrics and ROI.

Unit Three: Launching High-Impact TikTok Advertising Campaigns

- Understanding the TikTok algorithm and the dynamics of "For You" page visibility.
- Designing engaging, native-feeling short-form video and creatives for the platform.
- Navigating the TikTok Ads Manager and campaign setup best practices.
- Exploring TikTok's unique targeting options and audience insights.
- Utilizing spark ads and other creative formats for increased authenticity and reach.
- Measuring success on TikTok: focusing on completion rates, engagement, and conversion.
- Building a cohesive content-to-conversion strategy on the platform.

Unit Four: Strategic Campaign Execution on Snapchat and Emerging Channels

- Snapchat Ad Manager overview and understanding ad types, including Story Ads and Commercials.
- Effective use of Snapchat's unique AR Lenses and Filters for interactive branding.
- Developing strategies for Gen Z audience targeting and behavior on Snapchat.
- Managing budgets and optimizing delivery for lower-funnel objectives on the platform.
- Introduction to emerging social media advertising channels and their market fit.
- Integrating cross-platform analytics for a unified view of the customer journey.
- Case studies in successful, high-ROI paid social campaigns across multiple networks.

Unit Five: Measurement, Optimization, and Future Trends in Paid Social

- Advanced conversion tracking and attribution modeling across different platforms.
- A/B testing strategies for continuous campaign optimization of creative and targeting.
- Techniques for scaling successful campaigns without diminishing performance.
- Crisis management and reputation monitoring in a live social media environment.
- Forecasting future trends in social media marketing, including AI-driven campaign management.
- Developing a comprehensive, multi-platform paid social media strategy document.
- Final practical project and peer review of a full targeted social media campaign Training Course.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given the rapid evolution of social media platform algorithms and user behavior, how can a marketing team structure its training and resource allocation to ensure continuous, high-performing targeted advertising campaign management while minimizing the risk of knowledge obsolescence?

What unique qualities does this course offer compared to other courses?

This is not a general overview course; it is an academically informed, practitioner-led deep dive into targeted social media campaign management with a laser focus on the three dominant, high-growth advertising platforms: Meta (Facebook/Instagram), Snapchat, and TikTok. Most programs offer fragmented or platform-specific training, but BIG BEN Training Center delivers an integrated, cross-platform paid social strategy, recognizing that modern consumers move seamlessly between these environments. The course's uniqueness stems from its practical emphasis on conversion tracking and measurable ROI, moving participants past vanity metrics to master the art of paid media buying and budget optimization. We use a framework that connects academic principles of strategic marketing, such as audience targeting and campaign architecture from renowned authors like Julie Atherton, with the real-time, dynamic nature of short-form video advertising. The training is structured around simulating actual advertising campaigns, allowing participants to practice with advanced features like Lookalike Audiences and sophisticated creative testing, skills that are immediately applicable to corporate objectives. This holistic, results-driven approach to high-stakes social media marketing ensures graduates are prepared to execute enterprise-level campaigns that drive significant business outcomes.