30-DAY PROGRAM · 1 HOUR PER DAY

Meta Ads Mastery Course

Facebook & Instagram Advertising Course

Complete training to master Facebook and Instagram advertising. 15 days of classes for concepts and strategy, plus 15 days of hands-on practical projects.

- 15 Days Classes
- 15 Days Practical
- Learn · Practice · Grow



Learn Meta Ads
Campaign setup, targeting, AI creatives and analytics.



Hands-on Real Projects
Build a portfolio with live-style campaigns.

OUR VISION

Learn · Practice · Grow

Your future starts here.

Our vision

To help every learner build in-demand skills, work on real campaigns and turn digital skills into real opportunities.



What We Stand For

Learn In-Demand Skills

Get practical knowledge with industry-relevant tools and real-world insights.

Practice Real Projects

Work on real campaigns, assignments and hands-on projects.

Grow Your Career

Build your portfolio, get freelance opportunities and become job-ready.

Create Real Opportunities

Use AI and digital skills to unlock multiple income opportunities.

Your Journey

1. **LEARN** — Update Skills for the Future
2. **PRACTICE** — Hands-on Real Projects
3. **GROW** — Build Your Portfolio
4. **CREATE OPPORTUNITIES** — Freelance, Job & Business

PROGRAM STRUCTURE

The 30-Day Program

Complete training to master Facebook & Instagram advertising.

Theory + practice = real skills. Learn concepts and strategy for 15 days, then apply them in 15 days of hands-on practical work. Just 1 hour per day.



15 DAYS
CLASSES

- Concepts & Strategy
- Step-by-Step Guidance
- Tool Demonstrations
- Campaign Planning
- Q&A; and Doubt Support

15 HOURS (1 HOUR PER DAY)

15 DAYS
PRACTICAL

- Hands-on Campaign Setup
- Real Ad Creatives
- Audience Targeting Practice
- Lead Generation Projects
- Performance Analysis
- Final Project & Portfolio

15 HOURS (1 HOUR PER DAY)

TOTAL DURATION
30 Days

DAILY DURATION
1 Hour

- Campaign Setup
- Audience Targeting
- AI Ad Creatives
- Lead Generation
- Analytics & Optimization
- Real Projects & Portfolio

WHY META ADS

Why Learn Meta Ads Today?

Traditional marketing vs AI-powered Meta Ads.

Meta Ads reach the exact customers you want, show results in real time and cost far less to start than traditional marketing, with AI tools to create better ads.



Traditional Marketing	Meta Ads (AI Way)
✗ High Cost	✓ Low Cost & High Reach
✗ Limited Reach	✓ Targeted Audience (Exact Customers)
✗ No Proper Tracking	✓ Real-Time Tracking & Analytics
✗ Difficult to Measure Results	✓ Faster Results
✗ Requires More Time & Manual Work	✓ AI Tools to Create Better Ads
	✓ More Career & Freelancing Opportunities

WITH META ADS YOU CAN

- Reach Right People
- Generate Leads
- Increase Sales
- Build Brand Awareness
- Work with Clients
- Freelance & Earn Online
- Use AI for Better Results

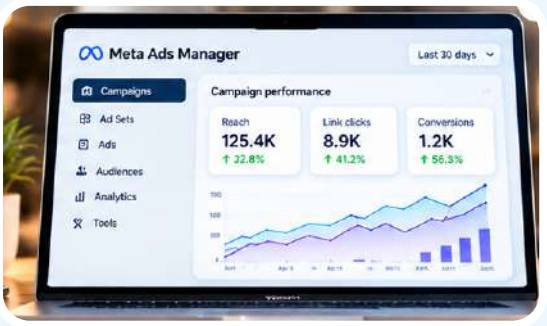
META ADS FUNDAMENTALS

Understand the Basics

What Meta Ads are, how they work and why they are powerful.

1. What are Meta Ads?

Meta Ads are paid advertisements that run on Facebook, Instagram and other Meta platforms to reach your target audience.



2. Where Do Meta Ads Run?

Facebook
Feed, Stories, Reels, Marketplace

Instagram
Feed, Stories, Reels, Explore

Messenger
Sponsored Messages

WhatsApp
Click to Chat & Business Ads

3. How Do Meta Ads Work?

Choose Audience ▶ **Create Ads** ▶ **Shown to Right People**

You choose your audience
Interests, location, age, etc.

You create ads
Images, videos, text, CTA

Ads drive results
Leads, sales, traffic

4. Why Use Meta Ads?

- Reach a large and targeted audience
- Cost-effective marketing
- Multiple ad formats (image, video, reels, stories)
- Suitable for any business (small or large)
- Measurable results with advanced analytics

Types of Meta Ads

Pick the objective that matches the business goal.

5. Types of Meta Ads

Awareness
Brand visibility

Traffic
Website visits

Engagement
Likes, comments, video views

Leads
Get customer leads

Sales
Online purchases

App Promotion
Increase app installs

Real-World Examples

Businesses using Meta Ads to grow faster.



E-commerce
Product Sales



Real Estate
Property Leads



Restaurants
More Customers



Education
Course Enrollments



Fitness
Membership Leads



Travel
Bookings & Inquiries



Local Business
More Footfall

YOUR
BUSINESS
could be next.

MODULE 1 OF 8

Meta Ads Fundamentals

Understand the basics before you spend a rupee.

Learn what Meta Ads are, how they work and why they are powerful for businesses. This module gives you the big picture of Facebook, Instagram and the wider Meta ad ecosystem.



What You Will Learn

01 What is Meta Ads?
Paid ads that run on Facebook, Instagram and other Meta platforms.

02 How it works?
Choose an audience, create ads and show them to the right people.

03 Facebook vs Instagram Ads
Where each platform performs best and how placements differ.

04 Ad ecosystem overview
Facebook, Instagram, Messenger and WhatsApp advertising at a glance.

Benefits You Get

Clear foundation
Understand Meta advertising in plain language.

Know where ads run
See every placement your ads can appear in.

Right platform choice
Match the platform to the business goal.

Confidence to start
Move on to setup with a clear picture.

HANDS-ON
Walk through how a Meta ad reaches its audience, step by step.

AFTER THIS MODULE
You can explain what Meta Ads are and how they reach the right people.

MODULE 2 OF 8

Account & Business Setup

Set up your business presence the right way.

Create the accounts and assets every campaign depends on: your Facebook Page, Instagram account, Meta Business Portfolio and ad account, with the right permissions.



What You Will Learn

01 Facebook Page & Instagram Setup
Create and connect your business pages.

02 Meta Business Portfolio
Manage all your business assets in one place.

03 Ad Account Creation
Set up billing and your ad account correctly.

04 Assets & Permissions
Control who can access pages, accounts and ad assets.

Benefits You Get

Professional setup
A clean, correct base for every campaign.

Safe access control
Share access without sharing passwords.

Ready to run ads
Everything in place before you launch.

Client-ready
Set up accounts for clients as a freelancer.

HANDS-ON
Set up a business page, Business Portfolio and ad account from scratch.

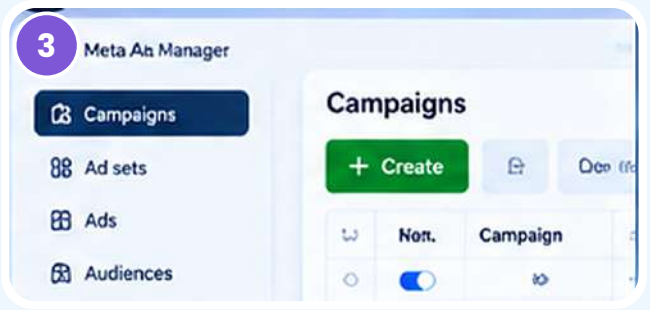
AFTER THIS MODULE
You have a complete, ready-to-use Meta business setup.

MODULE 3 OF 8

Ads Manager Mastery

Know your way around the control room.

Ads Manager is where every campaign is built and measured. Learn its structure, interface and best practices so you can move through it with confidence.



What You Will Learn

01 Campaign, Ad Set, Ad Structure
How the three levels of a campaign fit together.

02 Ads Manager Interface
Find tools, reports and settings quickly.

03 Objectives & Campaign Types
Choose the objective that matches your goal.

04 Navigation & Best Practices
Work faster and avoid common mistakes.

Benefits You Get

Work faster
Navigate Ads Manager without hunting for tools.

Right objective
Pick the campaign type that fits the goal.

Fewer mistakes
Follow best practices from day one.

Client-ready skill
A core skill every Meta marketer needs.

HANDS-ON
Navigate Ads Manager and build a campaign structure step by step.

AFTER THIS MODULE
You can build a well-structured campaign inside Ads Manager.

MODULE 4 OF 8

Audience Targeting

Reach the right people, not everyone.

Great ads fail without the right audience. Learn the targeting options Meta offers and how to research and build audiences that match your customers.



What You Will Learn

01 Audience Targeting Options
Location, age, gender, interests and more.

02 Interest, Behaviour & Demographics
Layer details to describe your ideal customer.

03 Custom & Lookalike Audiences
Reuse your own data to find similar people.

04 Audience Research Techniques
Find out who your customers really are.

Benefits You Get

Less wasted spend
Show ads only to people likely to care.

Higher relevance
Match message and audience closely.

Exact customers
Target the people who matter to the business.

Valuable for any client
Targeting is needed in every campaign.

HANDS-ON
Build targeting for different businesses and compare the audiences.

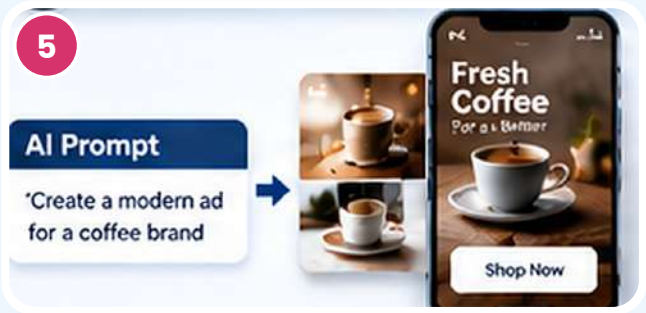
AFTER THIS MODULE
You can define and build the right audience for any business.

MODULE 5 OF 8

Ad Creatives with AI

Create better ads, faster.

Use AI to write copy and design images and videos for your ads. Learn the main ad formats and the creative best practices that make people stop scrolling.



What You Will Learn

01 Ad Copywriting (Headlines, CTA)
Write headlines and calls to action that convert.

02 AI Tools for Images & Videos
Create visuals with ChatGPT, Midjourney, DALL·E, Canva, Runway and Pika.

03 Ad Formats (Image, Video, Reels, Stories)
Pick the right format for each placement.

04 Creative Best Practices
Design ads that grab attention and drive action.

Benefits You Get

Faster creatives
Produce ad visuals and copy in minutes.

Lower design effort
Create without a full design team.

More variations to test
Generate several versions of one idea.

Portfolio-ready work
Every creative becomes a sample to show.

HANDS-ON
Create ad images, videos and copy from AI prompts.

AFTER THIS MODULE
You can produce complete ad creatives with AI tools.

MODULE 6 OF 8

Lead Generation & Sales

Turn attention into customers.

Learn to capture leads with Instant Forms and run sales campaigns, then manage and nurture those leads until they become customers.



What You Will Learn

01 Instant Forms Setup
Capture leads without leaving Facebook or Instagram.

02 Lead Management
Organise and follow up on every lead.

03 Sales Campaigns
Drive online purchases with the right setup.

04 Lead Nurturing Strategies
Turn interested people into customers.

Benefits You Get

A steady flow of leads
Build a repeatable way to collect enquiries.

Offer lead-gen services
A service many businesses look for.

Better follow-up
Never lose track of an interested person.

Measurable sales
Connect ads to real orders.

HANDS-ON
Set up a lead form and plan the flow: Ad, Lead Form, Qualified Lead, Follow-up.

AFTER THIS MODULE
You can run lead-generation and sales campaigns end to end.

MODULE 7 OF 8

Tracking & Analytics

Measure what matters.

Tracking tells you what works. Set up Meta Pixel, understand the Conversions API basics and learn the metrics that show whether your ads are making money.



What You Will Learn

01 Meta Pixel Setup
Track the actions people take on your website.

02 Conversions API (Basics)
More accurate tracking and less data loss.

03 Campaign Metrics (CTR, CPC, CPL, ROAS)
Read the numbers that matter.

04 Performance Analysis & Reporting
Turn data into clear reports for clients.

Benefits You Get

Know what works
Decisions based on data, not guesses.

Cut wasted budget
Spot weak ads early.

Professional reports
Share clear results with clients.

More accurate results
Better data for better decisions.

HANDS-ON
Install the Meta Pixel, verify events and read a campaign report.

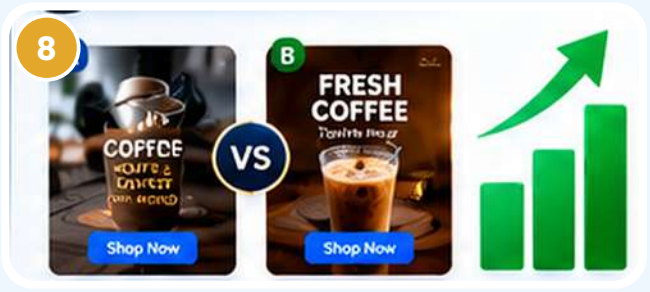
AFTER THIS MODULE
You can track, analyse and report campaign performance.

MODULE 8 OF 8

Optimization & Scaling

Improve what works, then scale it.

Test, learn and improve. Use A/B testing and retargeting to optimise campaigns, then scale winning ads with a long-term growth plan.



What You Will Learn

01 A/B Testing
Compare creatives and audiences side by side.

02 Retargeting Strategies
Bring back people who showed interest.

03 Campaign Optimization
Improve results step by step.

04 Scaling for Better Results
Grow winning campaigns with a clear plan.

Benefits You Get

Better results over time
Keep improving every campaign.

Smarter budgets
Put more money behind what works.

A clear growth plan
Know how to scale the next step.

Higher client value
Deliver results that clients keep paying for.

HANDS-ON
Run an A/B test and plan how to scale the winner.

AFTER THIS MODULE
You can optimise and scale campaigns with confidence.

AI PROMPT ENGINEERING

AI Prompts for Meta Ads

Create high-performing ad creatives using AI prompts.

1 Ad Images with AI

PROMPT

"Create a premium food ad image for a healthy protein burger, modern style, with text 'High Protein. Rich Taste.' and a clean background."



2 Ad Videos with AI

PROMPT

"Create a 10-second video ad of a stylish sneaker with dynamic camera movement, modern background and text 'Run Your Way'."



3 Ad Copy with AI

PROMPT

"Write 3 catchy ad headlines and 2 primary text copies for a gym membership campaign targeting young adults in Hindi and English."

HEADLINES

- Get Fit, Stay Confident
- Your Health, Our Priority
- 30 Days to a Stronger You

PRIMARY AD COPY

Transform your fitness journey with expert guidance, modern equipment and a supportive community. Join now!

4 Ad Variations & Testing

PROMPT

"Create 3 different ad variations for the same product (skincare cream) with different styles: modern, natural and premium."



POPULAR AI TOOLS

ChatGPT	Midjourney	DALL·E	Canva	Runway	Pika
Ad copy, ideas	Images	Creatives	Designs	Videos	Short videos

PRO TIP

Use AI to create multiple creatives, then test them in Meta Ads to find the best performing ad. Create, Test, Optimize.

PRACTICAL TRAINING

Run Real Meta Ad Campaigns

Create, launch, optimize and scale real ad campaigns with hands-on practice.

1 Campaign Setup

- Create Campaign
- Set Budget & Schedule
- Choose Objective
- Understand Campaign Structure

2 Audience Targeting

- Location, Age, Gender
- Custom & Lookalike Audience
- Interests & Behaviours
- Audience Research Tips

3 Create Ad Creative

- Design Ads with AI Tools
- Use Images, Videos, Reels
- Write High-Converting Copy
- A/B Test Different Creatives

4 Launch & Monitor

- Track Key Metrics
- Make Data-Driven Decisions
- Analyze Performance
- Optimize for Better Results

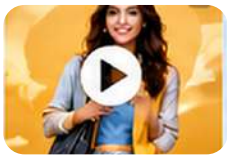
5 Scale Campaigns

- Scaling Strategies
- Increase Budget Smartly
- Retargeting Campaigns
- Long-Term Growth Plan

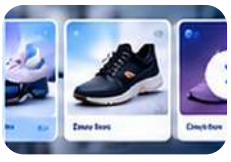
Meta Ad Formats You Will Learn



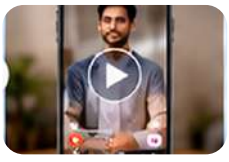
Image Ads



Video Ads



Carousel Ads



Reels Ads



Collection Ads

What You Will Build

- Live Campaigns for Real Businesses
- Lead Generation Campaign
- E-commerce Sales Campaign
- Brand Awareness Campaign
- Retargeting Campaign
- Final Project (End-to-End)

LEAD GENERATION & TRACKING

Turn Audience into Customers

Capture leads, track results and improve every campaign.

Capture quality leads, track what people do and measure real results: more leads, better tracking, lower cost and higher conversions.



1. Lead Ads & Instant Forms

Capture quality leads easily

- Pre-filled Instant Forms
- Mobile Friendly
- Capture Interested Leads
- Custom Questions
- Higher Conversion Rate

2. Meta Pixel Setup

Track user actions on your website

- Install Meta Pixel (Step-by-Step)
- Track Important Website Events
- Verify with Meta Events Manager
- Events: PageView, ViewContent, AddToCart, Purchase

3. Conversions API (Basics)

More accurate tracking

- What is Conversions API?
- Why it is important
- How it works (Simple Setup)
- Reduces data loss
- More accurate results

4. Track Real Results

Measure · Improve · Scale

- Track Leads, Conversions & Cost
- Analyze Campaign Performance
- Optimize for Better Results
- Scale Winning Campaigns

From Ad to Customer

Ad	Lead Form	Qualified Lead	Follow-up
Attract audience	Capture details	Interested customer	Convert to customer

CAPTURE · TRACK · IMPROVE

Build a steady flow of customers with Meta Ads.

HANDS-ON LEARNING

Practical Project Plan

Hands-on learning with real projects.

Your Project Flow

1 Business Setup
Define niche, goals and tools

2 Campaign Creation
Set up Meta Ads step by step

3 Audience Research
Find and target the right people

4 Ad Creatives
Design high-converting ads

5 Performance Analysis
Track, measure and optimize

6 Final Project & Reporting
Complete a real project and present

Real Projects You Will Work On



E-commerce Project
Run ads for a real product and generate sales



Local Business Project
Create and run ads for a restaurant, salon or local store



Lead Generation Project
Generate real leads for real estate, education, etc.

What You Will Learn in Projects

- Complete end-to-end campaign setup
- Work with real budget (training / demo)
- Create ad creatives using AI tools
- Target the right audience
- Measure and analyze performance
- Optimize campaigns for better results
- Prepare final report and presentation

Final Outcome

- Real Project Experience
- Portfolio Ready
- Industry Relevant Skills
- Certificate of Completion

OPEN TO EVERYONE

Who Can Join?

This program is for everyone who wants to learn, earn and grow with AI.



Students
Learn in-demand skills and build your career



Job Seekers
Get job-ready with practical skills



Working Professionals
Upgrade your skills and grow faster



Business Owners
Scale your business with AI & Meta Ads



Freelancers
Get more clients and increase income



Homemakers
Start your online journey from home



Content Creators
Grow your audience and monetize your content



Small Business & Local Brands
Run effective ad campaigns and get more customers



Teachers & Educators
Create engaging content and reach more students



Anyone Curious About AI
No prior experience needed, just curiosity

IF YOU WANT TO...

- Learn practical, job-oriented skills
- Work on real projects
- Earn from AI and Meta Ads
- Start freelancing or your own business
- Build a strong portfolio
- Stay ahead in the digital world

Then this program is for YOU!

THANK YOU

Let’s Build a Brighter Future

Thank you for being a part of our AI learning journey.



Learn
Practice
Grow
Succeed

with AI NEXO

Learn new skills • Practice real projects • Grow your career • Succeed with AI

Get in Touch

Ready to Master Meta Ads?

THE AI NEXO | BUILD THE FUTURE WITH AI.

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