



LEADERS ASSEMBLY 2018: THE PURSUIT OF EXCELLENCE
March 18-20, 2018 in Baltimore, MD

Advanced Social Media Advertising: How to Manage Intuitive Ad Campaigns
Monday, March 19 from 10:50AM-12:20PM

SESSION PRESENTER(S):

Elissa Fontenot, Social Summer Camp

SESSION DESCRIPTION:

In this session, you will cover the new advertising tools available on Facebook and Instagram. Plus you will dive deep into advanced advertising strategies on both platforms, which includes retargeting and video. You will also cover how to run an effective evergreen advertising campaign with timing recommendations. This is an advanced session that will not cover basic advertising options. You will go in-depth into targeting platforms, strategies, timing, ad types, creative, bidding and most importantly measurement.

BIG IDEAS FROM THIS SESSION:

New updates to advertising on Facebook and Instagram

Utilize the audience targeting available.

Optimize for remarketing audience targets through different avenues.

Perfect your lead follow up system.

Attendees can find presentation slides on Campopedia and on socialsummercamp.com or reach out to me directly at elissa@socialsummercamp.com