CONCEPT

Social Media Advertising: Paid Campaigns on Meta, TikTok and Snapchat

21 – 25 December 2026
Paris - Right Bank business hotel



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Introduction:

Social media advertising absorbs a growing share of digital budgets, yet many teams launch paid campaigns on Meta, TikTok and Snapchat with loose account structures, broken tracking and untested creative, then judge results on clicks rather than cost per acquisition. Spend drifts towards fatigued ads and overlapping audiences. This Core Concept course trains media buyers and digital marketers to structure paid social accounts, target and retarget audiences, install pixel and server-side tracking, and test creative with discipline. Participants produce a Cross-Platform Paid Social Campaign Plan with a Creative and Audience Test Matrix.

Course Objectives:

- Configure paid social ad accounts on Meta, TikTok and Snapchat with campaign objectives matched to funnel stages and a consistent naming structure
- Build interest, custom, lookalike and retargeting audiences while controlling overlap and exclusions
- Implement pixel and conversions API event tracking so platforms optimise towards real business outcomes
- Select ad formats, short-form video creative, bid strategies and budgets suited to each campaign goal
- Run A/B and creative tests, manage frequency and diagnose performance from CPM, CTR, CPA and ROAS data
- Produce a cross-platform paid social campaign plan with a test matrix and budget split ready for approval

Target Audience:

- Paid media functions that buy and manage advertising on social platforms
- Performance marketing functions accountable for cost per acquisition and return on ad spend
- Digital marketing functions that brief, launch and report on social campaigns
- E-commerce and lead generation functions that depend on paid social traffic
- Agency account functions that run paid social campaigns for several clients

Course Outline:

Day 1: Paid Social Ad Ecosystems and Account Audit

- Social Ad Auction Mechanics: Bid, Estimated Action Rate and Ad Quality
- Platform Ad Stack Map: Meta Ads Manager, TikTok Ads Manager, Snapchat Ads Manager, X Ads and LinkedIn Campaign Manager
- Business Account Set-Up: Ad Accounts, Pages, User Permissions and Payment Controls
- Funnel-Stage Mapping of Awareness, Consideration and Conversion Campaign Objectives
- Paid Social Account Health Audit Checklist

Day 2: Campaign Architecture, Audience Targeting and Tracking Models

- Campaign, Ad Set and Ad Hierarchy with a Naming Convention Template
- Interest, Demographic and Behavioural Targeting with Audience Overlap Checks
- Custom Audiences from CRM Lists, Website Visitors and Video Viewers
- Lookalike Audience Seed Selection and Audience Size Trade-Offs
- Meta Pixel, Conversions API, TikTok Pixel and Snap Pixel Standard Event Mapping

Day 3: Building and Launching Paid Social Campaigns

- Ad Format Selection: Reels, In-Feed Video, Stories, Carousel and Collection Ads
- Short-Form Video Ad Structure: Opening Hook, On-Screen Captions and Vertical Framing
- Retargeting Sequences by Funnel Stage with Exclusion Lists
- Bid Strategy Choice: Lowest Cost, Cost Cap, Bid Cap and ROAS Goal
- Budget Allocation, Campaign Budget Optimisation and Daily Pacing Controls

Day 4: Testing, Ad Fatigue and Performance Optimisation

- A/B Test Design with Hypotheses, Sample Size and Statistical Significance
- Creative Testing Framework: Concept, Hook and Format Variables
- Frequency Caps, Ad Fatigue Signals and Creative Refresh Rules
- Metric Diagnosis Tree Linking CPM, CTR, CPC, CPA and ROAS
- Learning Phase, Attribution Windows and Tracking Discrepancy Troubleshooting

Day 5: Media Buying Lab and Cross-Platform Campaign Plan

- Lab: Meta Campaign Build with Custom and Lookalike Audiences
- Lab: TikTok and Snapchat Short-Form Video Campaign Set-Up
- Multi-Sector Case: Retail, Education and Hospitality Advertiser Performance Reviews
- Creative and Audience Test Matrix Build with Budget per Test Cell
- Cross-Platform Paid Social Campaign Plan Presentation and Peer Review

Skills You Will Gain:

- Paid Social Account Structuring
- Audience Segmentation and Retargeting
- Conversion Event Tracking
- Short-Form Video Ad Briefing
- Bid and Budget Management
- Controlled Creative Experimentation
- Ad Fatigue Management
- Media Performance Diagnostics

Why Attend This Course:

- Leave with a Cross-Platform Paid Social Campaign Plan and Creative and Audience Test Matrix built for your own brand or client
- Stop spending on overlapping audiences and worn-out ads by applying clear exclusion, frequency and refresh rules
- Trust the numbers in Ads Manager by fixing pixel and server-side event gaps before scaling spend
- Build and launch live-style campaigns hands on across several ad platforms alongside peers from other sectors

Conclusion:

Paid social returns depend less on the platform chosen than on structure, tracking and disciplined testing. The week moves from auction mechanics and account audits, through campaign architecture, audience building and pixel event mapping, to formats, bidding and budgets, then to A/B testing, fatigue control and metric diagnosis. The final day turns this into lab builds and a Cross-Platform Paid Social Campaign Plan with a test matrix that teams can launch, measure and refine.