


# Meta Ads Training Program



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 **Meta Ads Training  
Beginner Level**

 **21st April 2026**  
[Click here for link to the meeting](#)

**9 PM - 9. 05PM**

**5Min**

## Introduction & Context Setting

1. About Usemi Biz Lab
2. About the Training

**9.06PM - 9. 40PM**

**34 Min**

## Meta Ads intro (Practicals)

1. What are Meta Ads & Difference between boosting and running ads on Meta
2. Getting started on meta ads ( Everyone practically joins)
3. Campaign objectives explained
4. Understanding Ad structures and the platform

**9.41PM - 10.00PM**

**19 Min**

## Targeting the Right Audience - Interactive with Q&A

1. How to set up your custom audience & Examples ( Everyone participates)

9.41PM - 10.41PM

1hr

## Setting up your first campaign ( Practicles) - Engagement Campaign - Interactive WITH Q&A

1. Budget of 5k ( 1k daily for 5 days)
2. Creative set-up - We will be using Canva
3. How to minimize cost of ads
4. Setting up Primary texts, Descriptions, Headlines and CTA
5. Message automation for ads

10.41PM - 11.00 PM

19min

## Further Q&A

1. Ask Any Questions

## ITEMS YOU NEED BEFORE THE TRAINING

Laptop

Reliable Internet Connection

Canva Account

Facebook Account

Coffee (in case you feel sleepy)

Your "A" game

**Haven't registered?**

**[Click here](#)**

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### MORE INFORMATION

www.usemibrands.com

### CONTACT US

+254700117703

info@usemibrands.com