

Week 3: ADS, CONTENT, AND BUSINESS

GROWTH

Go From Online Visibility to Actual
Sales



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Creating a social media profile alone does not guarantee sales

You need a strategic approach to convert visibility into valuable customer actions. This is your digital marketing strategy. It can be divided into 3 sections:



Online Presence

Building your brand's digital footprint across social media and web platforms.

- Optimized Profiles & Pages
- Content Creation
- Consistency



Strategic Promotions

Getting more people to engage with your content and show interest in your business.

- Audience Interaction
- Content marketing
- Community Building



Conversion to Sales

Implementing clear calls-to-action to generate revenue.

- Lead Generation
- Sales Funnel
- Customer Acquisition

Complete Digital Marketing Strategy



Facebook Ads Basics

Create Business Manager and Ad Account, understand objectives (traffic, conversions, messages), set up simple ads for WhatsApp or landing page, target local customers effectively. **Live demo** with step-by-step participant follow-along.



Content Calendar Planning

Learn content types and forms, establish content pillars, determine optimal posting frequency, create monthly planning structure. Get simple, reusable content ideas you can implement immediately.



WhatsApp Marketing

Use WhatsApp marketing strategies to nurture leads, follow up on prospective customers and close sales effectively everyday.



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CONTENT CALENDAR: YOUR STRATEGIC ROADMAP

Plan Ahead

Organize topics, formats, and platforms in advance.



Drive Growth

Convert consistent engagement into business results.

Post

Consistently

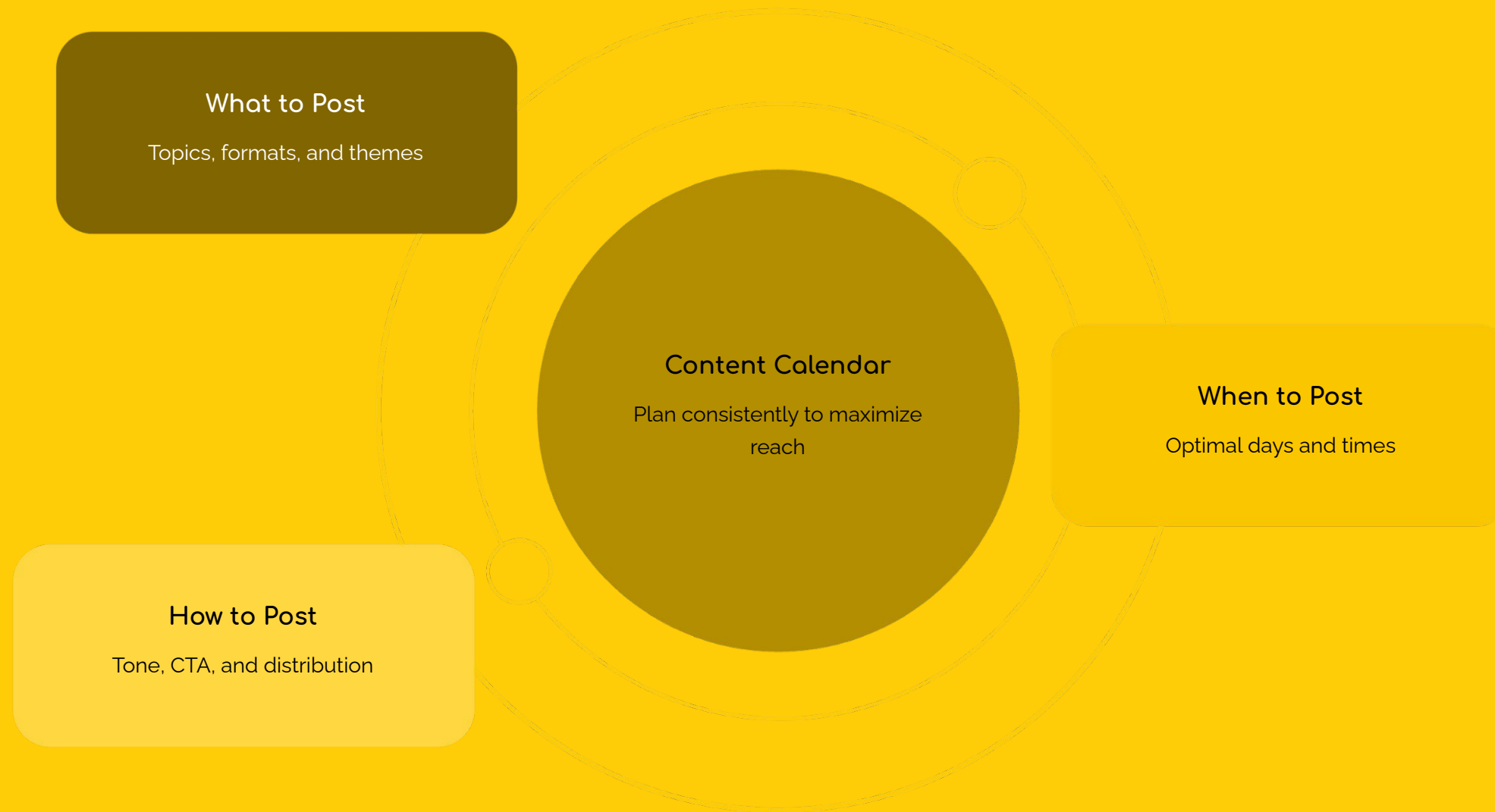
Maintain a regular schedule for audience engagement.

Boost Visibility

Increase reach and attract new followers effectively.



CONTENT CALENDAR BASICS



WHAT IS A CONTENT CALENDAR

A content calendar is **a planning tool that helps businesses schedule and organize their content for consistent publishing across platforms like social media, blogs, and emails.** To create one, a business owner should first decide on the content's purpose and audience, then choose a template (like a spreadsheet or dedicated software), and fill it with key details such as content type, topic, publishing date and time, and responsible person for each piece of content.

A CONTENT CALENDAR IS:

A planning and scheduling tool: It outlines what content will be published, where, and when, ensuring a consistent flow of content for marketing efforts.

A central hub for content: It can include a wide range of content types, such as blog posts, social media updates, videos, and marketing emails.

A way to stay organized: It helps coordinate different teams or individual workloads and prevents last-minute scrambling for content ideas.

A strategic asset: It allows for a more strategic approach to content, ensuring it aligns with business goals and is optimized for different platforms.

DIVERSE CONTENT FOR SOCIAL MEDIA GROWTH

Engage your audience and achieve your business goals by creating a varied mix of content types.



Education

Provide valuable insights, tutorials, and industry knowledge to empower your audience. Establish yourself as a thought leader.



Inspiration

Share motivating stories, quotes, and aspirational content to uplift and connect with your followers on an emotional level.



Lifestyle

Show the human side of your brand or how your products seamlessly integrate into everyday life and routines. Go behind-the-scenes.



Entertainment

Capture attention and boost engagement with humor, challenges, quizzes, or interactive content that is simply fun to consume.



Sales

Directly promote your products, services, and special offers. Drive conversions with clear calls to action and irresistible deals.



Social Proof

Build trust and credibility by showcasing testimonials, customer reviews, user-generated content, and industry recognition.

Create your
content
calendar in 2
minutes!



VISIT [CHATGPT.COM](https://chatgpt.com) OR DOWNLOAD THE APP




Use this prompt and customize the details to fit your business and you'll get an instant tailored 30-day content calendar. Repeat this monthly.

📌 Try this ChatGPT Prompt:

"Create a social media calendar for Instagram and Facebook for the month of January, 2026. I am a digital marketing professional [put your business]. My content pillars are education, entertainment, inspiration, lifestyle, social media marketing and sales of my marketing courses and services. I sell digital marketing courses and services like ABC [put yours]. I post twice a day. I post 60% videos, 20% designs, and 20% text and pictures. Please include relevant holidays in Nigeria and international holidays and tie them into my business. Include captivating storytelling and optimize growth, shares and community building. My target audience are people who want to grow their business [put your target audience]. Create a Content calendar in a table format. The first column is a date. The second column is the type of content, the third column is the caption, and the fourth column is to supporting text in the video or image. Feel free to ask questions and about me and my business to help create an optimized calendar."



A1:K1 fx Week 1

Week 1											
Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assets	Link to Published Post	
Instagram	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif		N/A	https://www.instagram.com/lin	
LinkedIn	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.linkedin.com/linkto	
Twitter	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.twitter.com/linktop	
Facebook	Monday	Scheduled	1/2/2023	9:00 AM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image		https://www.jou	https://www.jou	
Instagram	Monday	Scheduled	1/2/2023	12:00 PM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image	https://drive.google.c	https://www.jou	https://www.jou	
TikTok	Wednesday	In Progress	1/4/2023	12:00 PM	Employee Testimonial	Journaling for 2023 #fyp #foryou	Video	https://drive.google.c	N/A		
Twitter	Wednesday	In Progress	1/4/2023	3:00 PM	Research	We found that 99% of people who write	None (Text Only)	N/A	https://www.jou	https://www.jou	
Facebook	Friday	Planned	1/6/2023	5:00 PM	Educational	Welcome to #FridayTips!	Single Still Image		https://www.jou	https://www.jou	
Instagram	Friday	Planned	1/6/2023	2:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	https://www.jou	
LinkedIn	Friday	Planned	1/6/2023	10:00 AM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	https://www.jou	
TikTok	Sunday	Planned	1/8/2023	3:00 PM	Customer Testimonial	Watch this creative genius at work 🧠	Video	https://drive.google.c	N/A		
Twitter	Sunday	Planned	1/8/2023	2:00 PM	Product Promotion		None (Text Only)	N/A			

The Path to Wider Reach

Even with a great content calendar, getting eyes on your message requires intentional distribution.

How can I get more people to see my content?

Create engaging sharable content, and run adverts to reach more people.



META ADVERTS WILL HELP YOU:

- Reach more people
- Target your specific audience
- Work with your budget
- Get more followers and awareness
- Promote your business far beyond your followers



ADVERT IS NOT:



A MAGIC WAND

One advert is not going to automatically make you a billionaire. The result of your ad depends on a number of factors.



A REPLACEMENT FOR QUALITY CONTENT CREATION

Adverts simply work with a Garbage In Garbage Out system.



A ONE-OFF ACTIVITY

Adverts should be a regular business investment. Get more leads and prospects consistently and intentionally



BOOSTING RANDOM POSTS

While clicking on BOOST POST can help you run page engagement ads on Instagram, it is not a sustainable strategy for targeted advertising.



PRE-ADVERT CHECKLIST

Ensure these essential elements are in place before you launch your Meta Ads campaign.

1

Define Clear Objectives

Know exactly what you want your ads to achieve (e.g., sales, leads, awareness) and set measurable goals.

2

Identify Your Target Audience

Understand who you're trying to reach – their demographics, interests, behaviors, and pain points.

3

Prepare Compelling Offer

Develop engaging ad copy, high-quality images, and captivating videos that resonate with your audience. An offer is simply how you package your product to make them desirable to your audience. People don't buy products they buy offers.

PRE-ADVERT CHECKLIST (CONTINUED)

1

Optimize Your Landing Page

Ensure the destination where users land after clicking your ad is relevant, user-friendly, and optimized for conversion.

2

Set Your Budget & Bidding

Determine your daily or lifetime budget and choose the right bidding strategy to maximize your ad spend.

3

Study Similar Adverts

Use Meta ad library to look out for similar adverts that have been running for a relatively long time and model their structure.





The Funded Trader

Sponsored · 🌐



✕ The Funded Trader's Exclusive Mega Deal ✕

ON ALL CHALLENGES:... See more



Ad copy

THE FUNDED TRADER

10% OFF + 92.5% PAYOUT SPLIT

+ 125% BONUS* ON ALL CHALLENGES

DEC 1 - DEC 17

CODE
BESTOFTFT1

YOUR FIRST PAYOUT WILL INCLUDE A ONE-TIME BONUS PAYMENT, WHICH IS 125% OF YOUR SIGN-UP FEE

dashboard.thefundedtraderprogram.com
Big Special Promo!

Get offer

headline



Ad creative



CTA

Campaigns

Favour Kemjii Okoro (868...

Search and filter

Campaigns

+ Create [icon] Edit

Off / On	Campaign
<input type="checkbox"/>	WSM FREE CLASS
<input checked="" type="checkbox"/>	New Leads Campaign
<input type="checkbox"/>	WHATSAPP STATUS
<input type="checkbox"/>	Post: "DISTRIBUTOR"
<input type="checkbox"/>	Post: "DARK UNDERA"

Results from 8 campaigns
Excludes deleted items

Create new campaign New ad set or ad

Buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion



Awareness
Show your ads to people who are most likely to remember them.
Good for:

[Learn more](#) Cancel Continue

Review and publish (3)

Last 30 days: Nov 2, 2023 – Dec 1, 2023
Note: Does not include today's data

Reports Export

Attribution setting	Results
7-day click or ...	Messaging Converte
-	
7-day click or ...	Messaging Converte
28-day click o...	Post Engageme
28-day click o...	Post Engageme

Multiple attrib...

META BUSINESS MANAGER

×

Create Your Business Manager Account

Your Business and Account Name
This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

Your Name
Enter your first and last name separated by a space

Your Business Email
This should be an email you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email.

When you add people to your business, your name and business email will be visible to them.

To create a Meta Business Manager account (formerly Facebook Business Manager), go to business.facebook.com/overview, click "Create an account," and log in with your personal Facebook profile. You will need to provide your business name, your name, and a business email address to get started. After submitting the form, verify your email by clicking the confirmation link sent to your inbox.

YOUR FIRST FACEBOOK AD

Let's walk through the process of setting up your first ad campaign in Meta Ads Manager.



Access Ads Manager

Log into your **Meta Business Manager** and navigate to Ads Manager. This is your advertising command center.



Create New Campaign

Click the **'Create'** button to start a new advertising campaign from scratch.



Choose Objective

Select your marketing objective – such as **Traffic, Leads, or Sales** – to align with your business goals.



Define Audience & Placements

Specify your **target audience** using demographics, interests, and behaviors. Choose where your ads will appear.

YOUR FIRST FACEBOOK AD (CONTINUED)



Set Budget & Schedule

Control your spending by setting a daily or lifetime budget and defining the ad's run dates.



Design Ad Creative

Craft your ad with compelling images/videos, engaging text, and a clear call to action.



Review and Publish

Perform a final check of all settings, then publish your ad to go live!

4

Monitor, Track and Scale

Regularly monitor the performance of your ad campaign using the Meta Ads Manager app.

WHATSAPP BUSINESS: YOUR SALES CLOSER

AFTER RUNNING ADVERTS, TAKE YOUR LEADS TO WHATSAPP AND USE THESE FEATURES TO CLOSE THE SALE

FAST!



Product Catalogs

Showcase your products and services directly within WhatsApp, allowing customers to browse and add to cart instantly.



Automated Messages

Set up greeting, away, and quick reply messages to provide immediate support and keep conversations flowing 24/7.



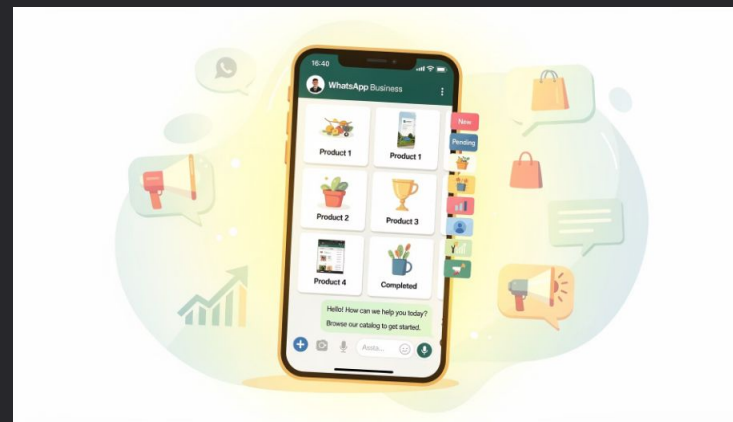
Chat Labels

Organize your customer chats with custom labels like "New Customer," "Pending Payment," or "Order Complete" for efficient follow-up.



Professional Profile

Create a verified business profile with your address, website, and business hours to build trust and credibility.



WEEK 3

CLASS ACTIVITY

1. Create your Facebook business manager account.
2. Create a compelling offer for your ad.
3. Create a 30-day content calendar for your business.

