TryAdRank

RANK. REACH. GROW.

PROFESSIONAL TRAINING PROGRAM

Meta Ads Mastery with AI

20 Classes | 20 Modules | Hands-on, Practical Learning

4 Weeks | 60–70 Minutes per Live Class

Facebook Ads **Instagram Ads** **ChatGPT** **Claude** **Meta AI**

Course Syllabus | Bhubaneswar, Odisha | tryadrank.com

Program Overview

About the Program

This practical program teaches you to set up Facebook and Instagram business assets, manage Meta Business Portfolio and Ads Manager, plan and launch all six major Meta campaign objectives, track performance and use ChatGPT, Claude and Meta's AI features to support campaign planning, analysis and automation.

Program Highlights

- 20 class-wise modules, one focused topic per live class
- 60–70 minutes per class, with live Ads Manager practice
- Facebook Page, Instagram professional account and Ad Account setup
- All six Meta campaign objectives covered
- Tracking, targeting, budgets, optimisation and reporting
- ChatGPT, Claude, Meta AI and practical automation workflows
- Assignments and a final AI-assisted campaign project

Your Learning Path

CLASSES 1–5

Setup & Foundations

Pages, Business Portfolio, Ads Manager and campaign planning

CLASSES 6–10

Major Campaigns

Awareness, Traffic, Engagement, Leads and Sales

CLASSES 11–15

Advanced Meta Ads

App Promotion, audiences, budgets, tracking and retargeting

CLASSES 16–20

AI-Powered Meta Ads

ChatGPT, Claude, Meta AI, automation and capstone

Note: Platform features and policies may change. Campaign launch depends on authorised access, approved budget and account eligibility. Results are not guaranteed.

Class-wise Syllabus at a Glance

01	Facebook & Instagram Business Setup
02	Meta Business Portfolio & Ad Account Setup
03	Meta Ads Manager & Campaign Structure
04	Audience Targeting & Campaign Planning
05	AI-Assisted Ad Planning & Campaign Readiness
06	Awareness Campaign
07	Traffic Campaign
08	Engagement Campaign
09	Leads Campaign
10	Sales Campaign
11	App Promotion Campaign
12	Budget, Bidding & Placements
13	Meta Pixel, Dataset & Conversion Tracking
14	Retargeting & Custom Audiences
15	Campaign Optimisation, Scaling & Reporting
16	ChatGPT for Meta Ads Strategy & Research
17	Claude AI for Campaign Planning & Analysis
18	Meta AI, Advantage+ & Native Automation
19	AI-Assisted Reporting, Workflows & Automation
20	Final Capstone – Complete AI-Assisted Meta Ads Project

FOUNDATIONS

CLASS

01

Facebook & Instagram Business Setup

Class 1 of 20

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WHAT YOU WILL LEARN

- Meta advertising ecosystem: Facebook, Instagram and business assets
- Create and configure a Facebook Business Page
- Switch to an Instagram professional account and optimise business details
- Connect Facebook Page and Instagram account in Meta Business Suite
- Business information, contact details, Page access and account security

HANDS-ON ACTIVITY

Set up a sample business presence: Facebook Page, Instagram professional account and connected assets.

AI ASSIST

Use ChatGPT or Claude to draft the business bio, description and a setup checklist.

OUTCOME

Create a connected and professional Facebook–Instagram business presence.

FOUNDATIONS

CLASS

02

Meta Business Portfolio & Ad Account Setup

Class 2 of 20

WHAT YOU WILL LEARN

- Create Meta Business Portfolio and add business information
- Create or connect an advertising account
- Add Facebook Page and Instagram assets to the portfolio
- People, partners, roles and permission levels
- Payment settings, billing basics, two-factor authentication and account safety

HANDS-ON ACTIVITY

Configure a practice Business Portfolio with Page, Instagram account and Ad Account.

AI ASSIST

Ask AI to prepare an account-access and pre-launch checklist for a client.

OUTCOME

Manage business assets and advertising access with the correct structure.

FOUNDATIONS

CLASS

03

Meta Ads Manager & Campaign Structure

Class 3 of 20

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WHAT YOU WILL LEARN

- Ads Manager dashboard and navigation
- Campaign, Ad Set and Ad structure
- The six objectives: Awareness, Traffic, Engagement, Leads, App promotion and Sales
- Daily and lifetime budgets, placements and schedules
- Drafts, review, delivery status, learning phase and naming conventions

HANDS-ON ACTIVITY

Build a complete campaign structure in Ads Manager as a draft, not published.

AI ASSIST

Use ChatGPT or Claude to match sample business goals to the right objective and structure.

OUTCOME

Choose the right campaign objective and organise campaigns correctly.

FOUNDATIONS

CLASS

04

Audience Targeting & Campaign Planning

Class 4 of 20

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WHAT YOU WILL LEARN

- Core audience: location, age, language and available detailed targeting
- Interest and behaviour targeting where available
- Custom Audiences: customer lists, website and engagement
- Lookalike Audiences, exclusions and audience overlap
- Broad targeting and Advantage+ audience options

HANDS-ON ACTIVITY

Create and compare three audience plans for one sample business.

AI ASSIST

Ask AI to develop customer personas, audience segments and customer pain points.

OUTCOME

Build relevant audiences based on business goals and customer intent.

FOUNDATIONS

CLASS

05

AI-Assisted Ad Planning & Campaign Readiness

Class 5 of 20

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WHAT YOU WILL LEARN

- Campaign brief: offer, objective, audience, location and budget
- Ad account readiness and policy checks
- Primary text, headline, description and call-to-action basics
- Placement and destination checks before launch
- How to use ChatGPT and Claude as campaign planning assistants

HANDS-ON ACTIVITY

Prepare a complete campaign brief and pre-launch checklist for a sample business.

AI ASSIST

Use AI to create campaign angles, ad-copy variations and a policy-safe review checklist.

OUTCOME

Be ready to create and launch campaigns with a clear plan.

META ADS CAMPAIGNS

CLASS

06

Awareness Campaign

Class 6 of 20

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WHAT YOU WILL LEARN

- Awareness objective and when to use it
- Reach, impressions, ad recall and frequency
- Audience, location, budget and placement selection
- Performance goal and campaign delivery settings
- Reading awareness results and judging campaign performance

HANDS-ON ACTIVITY

Set up an Awareness campaign for a local or regional business; review the draft and publish only with approved budget and access.

AI ASSIST

Use AI to recommend audience segments, campaign messaging and a realistic KPI plan.

OUTCOME

Create an Awareness campaign aligned with a brand-reach objective.

META ADS CAMPAIGNS

CLASS

07

Traffic Campaign

Class 7 of 20

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WHAT YOU WILL LEARN

- Traffic objective and suitable business use cases
- Website, landing page and other available destinations
- Link clicks vs landing page views
- Audience, placements, budget and optimisation settings
- UTM parameters and basic traffic-quality checks

HANDS-ON ACTIVITY

Build a Traffic campaign to a sample website or landing page.

AI ASSIST

Ask AI to review the landing-page journey and suggest traffic campaign audiences and copy.

OUTCOME

Set up Traffic campaigns and assess the quality of visits.

META ADS CAMPAIGNS

CLASS

08

Engagement Campaign

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WHAT YOU WILL LEARN

- Engagement objective and available engagement destinations
- Post engagement and interaction goals
- Messaging destinations and engagement options
- Audience selection, placements and budget settings
- Cost per result and engagement-quality review

HANDS-ON ACTIVITY

Create an Engagement campaign for a sample Facebook or Instagram business presence.

AI ASSIST

Use AI to suggest engagement angles, audience groups and response prompts.

OUTCOME

Choose the right engagement setup and evaluate meaningful interactions.

META ADS CAMPAIGNS

CLASS

09

Leads Campaign

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WHAT YOU WILL LEARN

- Leads objective and lead-generation destinations
- Instant Forms: form type, fields, questions and privacy notice
- Website lead forms and messaging lead destinations
- Lead qualification, CRM sheet and follow-up process
- Cost per lead, lead quality and response-time discipline

HANDS-ON ACTIVITY

Build an Instant Form or website Leads campaign, including lead questions and follow-up flow.

AI ASSIST

Use ChatGPT or Claude to draft form questions, lead qualification logic and follow-up templates.

OUTCOME

Create a lead-generation campaign designed to attract relevant enquiries.

META ADS CAMPAIGNS

CLASS

10

Sales Campaign

Class 10 of 20

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WHAT YOU WILL LEARN

- Sales objective and conversion locations
- Website purchase and conversion optimisation
- Product catalogue and catalog sales fundamentals
- Advantage+ sales features and campaign settings
- Offer, landing-page alignment and purchase-event considerations

HANDS-ON ACTIVITY

Build a Sales campaign structure for an online store or service business.

AI ASSIST

Ask AI to map the sales funnel, customer objections and campaign messaging.

OUTCOME

Plan and configure a Sales campaign around a measurable conversion goal.

ADVANCED META ADS

CLASS

11

App Promotion Campaign

Class 11 of 20

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WHAT YOU WILL LEARN

- App promotion objective and suitable use cases
- App destination: Google Play or Apple App Store
- App setup, app events and measurement requirements
- Audience, budget, placements and optimisation settings
- Install and in-app action performance basics

HANDS-ON ACTIVITY

Prepare an App Promotion campaign plan for a sample mobile application.

AI ASSIST

Use AI to define app-user personas, install messaging and measurement questions.

OUTCOME

Understand and configure the App Promotion objective.

ADVANCED META ADS

CLASS

12

Budget, Bidding & Placements

Class 12 of 20

WHAT YOU WILL LEARN

- Daily budget vs lifetime budget
- Campaign Budget Optimisation and Ad Set budgets
- Bid strategies and performance goals available in Ads Manager
- Advantage+ placements and manual placement considerations
- Scheduling, budget allocation and pacing

HANDS-ON ACTIVITY

Create two budget and placement plans for the same business objective.

AI ASSIST

Ask AI to compare budget scenarios and explain trade-offs; verify settings in Ads Manager.

OUTCOME

Allocate budget and placements with a clear testing rationale.

ADVANCED META ADS

CLASS

13

Meta Pixel, Dataset & Conversion Tracking

Class 13 of 20

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WHAT YOU WILL LEARN

- Meta Pixel and Dataset fundamentals
- Website connection and event setup options
- Standard events such as ViewContent, Lead and Purchase
- Events Manager, Test Events and diagnostics
- Conversions API overview, domain and data-quality considerations

HANDS-ON ACTIVITY

Create a tracking map and test events on a practice website or demo environment.

AI ASSIST

Use AI to explain tracking errors and draft an event implementation checklist; verify manually.

OUTCOME

Understand how to measure website actions and validate tracking.

ADVANCED META ADS

CLASS

14

Retargeting & Custom Audiences

Class 14 of 20

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WHAT YOU WILL LEARN

- Website visitors and customer-list audiences
- Facebook Page and Instagram account engagers
- Video viewers and other engagement audiences
- Add-to-cart, checkout and purchaser segments where tracked
- Exclusions, audience windows and warm-audience campaign structure

HANDS-ON ACTIVITY

Build a retargeting audience plan and draft campaign structure for warm audiences.

AI ASSIST

Use AI to create audience-specific messaging and identify funnel gaps.

OUTCOME

Plan retargeting campaigns for people who have already interacted with a business.

ADVANCED META ADS

CLASS

15

Campaign Optimisation, Scaling & Reporting

Class 15 of 20

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WHAT YOU WILL LEARN

- Reading results: CPM, CPC, CTR, CPL, CPA and ROAS
- Breakdowns by audience, placement and delivery
- When to wait, edit, pause or duplicate
- Budget scaling, frequency, fatigue and learning considerations
- Reporting, rejected ads and common delivery troubleshooting

HANDS-ON ACTIVITY

Audit a sample campaign report and prepare a prioritised optimisation action list.

AI ASSIST

Upload or paste non-sensitive exported metrics into AI for insights and report drafting.

OUTCOME

Make evidence-led optimisation decisions and communicate results.

AI-POWERED META ADS

CLASS

16

ChatGPT for Meta Ads Strategy & Research

Class 16 of 20

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WHAT YOU WILL LEARN

- Prompt framework: role, context, task, constraints and output
- Business, customer and competitor research with AI
- Choosing objectives and mapping campaign funnels
- Audience hypotheses, offers and campaign planning
- Fact-checking AI output and protecting client information

HANDS-ON ACTIVITY

Use ChatGPT to create a complete Meta Ads campaign brief for a selected business.

AI ASSIST

Build a reusable prompt library for research, objective selection and campaign planning.

OUTCOME

Use ChatGPT as a structured assistant throughout campaign preparation.

AI-POWERED META ADS

CLASS

17

Claude AI for Campaign Planning & Analysis

Class 17 of 20

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WHAT YOU WILL LEARN

- Claude capabilities and suitable Meta Ads workflows
- Analyse business information and campaign briefs
- Develop audience and offer hypotheses
- Draft campaign structures, ad copy and testing plans
- Analyse exported reports and generate recommendations

HANDS-ON ACTIVITY

Use Claude to prepare a campaign plan and analyse a sample Ads Manager report.

AI ASSIST

Compare Claude and ChatGPT outputs, then validate recommendations against campaign data.

OUTCOME

Use Claude to support campaign planning, review and reporting.

AI-POWERED META ADS

CLASS

18

Meta AI, Advantage+ & Native Automation

Class 18 of 20

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WHAT YOU WILL LEARN

- Meta AI features relevant to advertising workflows
- Advantage+ audience, placements and creative options
- Automated delivery and optimisation: what Meta controls
- Automated rules, alerts and account-level safeguards
- Reviewing recommendations before applying changes

HANDS-ON ACTIVITY

Configure available Advantage+ options and create an automated-rule plan in a practice account.

AI ASSIST

Use AI to create a decision checklist for when to accept, test or reject recommendations.

OUTCOME

Apply native Meta automation while keeping human oversight of budgets and changes.

AI-POWERED META ADS

CLASS

19

AI-Assisted Reporting, Workflows & Automation

Class 19 of 20

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WHAT YOU WILL LEARN

- Exporting campaign data safely for analysis
- AI-assisted performance summaries and anomaly checks
- Building repeatable reporting and optimisation workflows
- Meta Marketing API and approved integrations: capabilities and permissions
- Human approval, access control and limits of AI automation

HANDS-ON ACTIVITY

Create a repeatable workflow from Ads Manager export to AI analysis and optimisation checklist.

AI ASSIST

Use ChatGPT or Claude to interpret non-sensitive data and draft a weekly client report.

OUTCOME

Build a practical AI-assisted workflow without assuming AI can independently publish or change ads.

AI-POWERED META ADS

CLASS

20

Final Capstone – Complete AI-Assisted Meta Ads Project

Class 20 of 20

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WHAT YOU WILL LEARN

- Select a business and define its advertising goal
- Use AI for research, objective choice, audience and budget plan
- Build the campaign in Meta Ads Manager
- Review tracking, policy, destination and launch readiness
- Present reporting plan, optimisation rules and next steps

HANDS-ON ACTIVITY

Present a complete live-ready campaign plan and Ads Manager draft; launch only with authorised account access and approved budget.

AI ASSIST

Use ChatGPT and Claude to prepare the strategy, copy, QA checklist and final report.

OUTCOME

Complete an end-to-end Meta Ads project supported by AI.

Ready to Master Meta Ads with AI?

Build practical campaign skills for your business or client projects.

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