TryAdRank
Rank. Reach. Grow.

TRYADRANK DIGITAL MARKETING AGENCY PRESENTS

META ADS MASTERY

BASIC PRACTICAL TRAINING PROGRAM

COMPLETE TRAINING IN ODIA | ZERO TO PRACTICAL CAMPAIGNS

01 MONTH	20 LIVE	ONLINE	ODIA
DURATION	CLASSES	GOOGLE MEET	LANGUAGE

LEARN • PRACTISE • ASSIGNMENTS • TRAINER REVIEW

tryadrank.com | hello@tryadrank.com | +91 99384 21206

RANK. REACH. GROW.

YOUR ONE-MONTH LEARNING JOURNEY

A beginner-friendly, practice-led program focused on setting up business assets and building essential Meta advertising campaigns.

1 MONTH	20 LIVE	ONLINE	ODIA
DURATION	CLASSES	GOOGLE MEET	LANGUAGE

WHAT STUDENTS WILL LEARN

- Facebook Page, Instagram and WhatsApp Business setup
- Meta Business Suite, Business Portfolio and Ads Manager basics
- Awareness, Traffic, Engagement, WhatsApp and Lead campaigns
- Creative basics, AI-assisted copy and basic reporting

HOW EACH CAMPAIGN IS TAUGHT

- Concept explanation
- Trainer live demonstration
- Student hands-on practice
- Assignment submission
- Trainer review and correction

WHAT MAKES IT PRACTICAL

- Students practise the steps themselves
- Campaign-wise assignments
- Feedback on setup, audience and creative
- Final sample-business project
- Guided revision and assessment

20 CLASSES. 5 LEARNING MODULES.

A clear progression from digital marketing foundations to campaign practice and final project.

MODULE 01 **FOUNDATIONS & BUSINESS SETUP**	**CLASSES 01–04** Digital marketing, Facebook Page, Instagram Professional Account, Meta Business Suite and Business Portfolio.
MODULE 02 **WHATSAPP & ADS MANAGER**	**CLASSES 05–07** WhatsApp Business, Meta Ads Manager, ad account basics and campaign structure.
MODULE 03 **CAMPAIGN CREATION**	**CLASSES 08–15** Objectives, audience research, Awareness, Traffic, Engagement, WhatsApp Message, Lead Generation and Sales fundamentals.
MODULE 04 **CREATIVE, AI & ANALYTICS**	**CLASSES 16–19** Canva, ad copywriting, AI tools, reporting, optimization basics and business project.
MODULE 05 **FINAL PRACTICAL**	**CLASS 20** Final campaign demonstration, assessment, feedback and learning roadmap.

Digital Marketing & Meta Ads Fundamentals

TOPICS COVERED

01 What is Digital Marketing? Traditional vs digital marketing

02 What is Meta and which platforms are included?

03 Organic marketing vs paid advertising

04 Facebook Ads vs Instagram Ads

05 How businesses use ads to reach customers

06 Introduction to campaign, ad set and ad

LIVE PRACTICAL

Explore Meta platforms and identify suitable ad examples for three different business types.

ASSIGNMENT & TRAINER REVIEW

Submit a one-page business goal and target-customer worksheet.

LEARNING METHOD

Explain → **Demonstrate** → **Practise** → **Submit** → **Review** → **Improve**

Facebook Page Creation & Professional Setup

TOPICS COVERED

01 Create a Facebook Page from scratch

02 Choose Page name, category and username

03 Add profile picture, cover image and description

04 Add phone, email, address and website

05 Set action button and messaging options

06 Understand Page access and admin roles

LIVE PRACTICAL

Create and complete a practice Facebook Business Page.

ASSIGNMENT & TRAINER REVIEW

Submit the Page link or screenshots for trainer review.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Instagram Professional Account Setup

TOPICS COVERED

01 Personal, Creator and Business account differences

02 Switch to a Professional Account

03 Optimize name, username, bio and profile image

04 Add contact details and website

05 Understand Professional Dashboard and Insights

06 Connect Instagram with the Facebook Page

LIVE PRACTICAL

Set up an Instagram Professional Account and connect it to the Facebook Page.

ASSIGNMENT & TRAINER REVIEW

Submit profile screenshots and a short profile optimization checklist.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Meta Business Suite & Business Portfolio Basics

TOPICS COVERED

01 Introduction to Meta Business Suite

02 What is a Business Portfolio?

03 Create or access a Business Portfolio

04 Add Facebook Page and Instagram account

05 Understand people, partners and asset access

06 Basic security and two-factor authentication

LIVE PRACTICAL

Organize the practice Page and Instagram account in the business environment.

ASSIGNMENT & TRAINER REVIEW

Submit an asset connection checklist using only authorized accounts.

LEARNING METHOD

Explain → **Demonstrate** → **Practise** → **Submit** → **Review** → **Improve**

WhatsApp Business Complete Setup

TOPICS COVERED

01 WhatsApp Messenger vs WhatsApp Business

02 Create business profile and choose category

03 Add business description, hours and contact details

04 Greeting message, away message and quick replies

05 Labels, catalogue, short link and QR code

06 Connect WhatsApp with Facebook/Instagram where supported

LIVE PRACTICAL

Set up a WhatsApp Business profile and test customer enquiry messages.

ASSIGNMENT & TRAINER REVIEW

Submit profile screenshots, greeting message and three quick replies.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Meta Ads Manager & Ad Account Basics

TOPICS COVERED

01 Access Meta Ads Manager

02 Understand ad account and account structure

03 Review account settings, currency and time zone

04 Understand payment methods and billing basics

05 Account permissions and account quality

06 Common setup errors and safe account practices

LIVE PRACTICAL

Navigate Ads Manager and inspect the available account settings.

ASSIGNMENT & TRAINER REVIEW

Submit an Ads Manager navigation worksheet. Payment setup only with authorization.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Ads Manager Dashboard & Campaign Structure

TOPICS COVERED

01 Understand Campaign, Ad Set and Ad levels

02 Campaign naming and organization

03 Budget and schedule overview

04 Audience and placement sections

05 Ad identity, creative and destination

06 Draft, preview, publish and review workflow

LIVE PRACTICAL

Build a draft campaign structure without publishing or spending money.

ASSIGNMENT & TRAINER REVIEW

Submit screenshots of the draft structure for trainer feedback.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign Objectives & Advertising Strategy

TOPICS COVERED

01 Understand Awareness, Traffic, Engagement and Leads

02 Introduction to Sales and App Promotion objectives

03 Match business goals with campaign objectives

04 Understand customer journey and marketing funnel

05 Choose destination: website, messaging or instant form

06 Avoid choosing objectives only by popularity

LIVE PRACTICAL

Choose the right objective for sample business scenarios.

ASSIGNMENT & TRAINER REVIEW

Submit an objective-selection worksheet with reasons.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Audience Research & Basic Targeting

TOPICS COVERED

01 Define target customer and customer problem

02 Location and other available audience controls

03 Detailed targeting and interests where available

04 Saved Audiences and Custom Audience introduction

05 Advantage+ audience concepts

06 Audience size, relevance and testing basics

LIVE PRACTICAL

Create sample audience plans for a local service and an online store.

ASSIGNMENT & TRAINER REVIEW

Submit two audience profiles and targeting rationale.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign 01 – Awareness Ads

TOPICS COVERED

01 When to use an Awareness campaign

02 Choose campaign setup and available performance goal

03 Set budget, schedule and audience

04 Review placements and ad identity

05 Prepare image/video, primary text and headline

06 Preview, check and publish only with approval

LIVE PRACTICAL

Build an Awareness campaign draft from start to finish.

ASSIGNMENT & TRAINER REVIEW

Submit campaign screenshots, creative and copy for trainer review.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign 02 – Traffic Ads

TOPICS COVERED

01 Purpose of a Traffic campaign

02 Choose website or other supported destination

03 Enter and verify landing page URL

04 Audience, budget and placement setup

05 Write clear ad copy and CTA

06 Preview the ad and check destination experience

LIVE PRACTICAL

Create a Traffic campaign draft for a sample business website.

ASSIGNMENT & TRAINER REVIEW

Submit URL check, ad copy and campaign setup screenshots.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign 03 – Engagement & Instagram Ads

TOPICS COVERED

01 Understand Engagement campaign use cases

02 Facebook and Instagram placement basics

03 Promote suitable posts where available

04 Image, video, Reels and Stories creative formats

05 Write engagement-focused copy and CTA

06 Review comments, interactions and results

LIVE PRACTICAL

Prepare an Instagram-focused Engagement campaign draft.

ASSIGNMENT & TRAINER REVIEW

Submit one creative, copy and placement selection with reasons.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign 04 – WhatsApp Message Ads

TOPICS COVERED

01 Understand click-to-WhatsApp advertising

02 Select a suitable objective and messaging destination

03 Connect the eligible WhatsApp Business number

04 Choose audience, budget and placements

05 Prepare message greeting and enquiry flow

06 Test the customer journey and response process

LIVE PRACTICAL

Build a WhatsApp message campaign draft and test the enquiry flow.

ASSIGNMENT & TRAINER REVIEW

Submit screenshots and a sample customer-response flow.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign 05 – Lead Generation Ads

TOPICS COVERED

01 Understand Instant Forms and lead campaigns

02 Choose form type and available settings

03 Add contact fields and relevant questions

04 Privacy policy URL and thank-you screen

05 Review lead quality and follow-up process

06 Download and organize leads securely

LIVE PRACTICAL

Create a sample Instant Form and lead campaign draft.

ASSIGNMENT & TRAINER REVIEW

Submit the form preview, questions and lead follow-up plan.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign 06 – Sales Campaign Fundamentals

TOPICS COVERED

01 What a Sales campaign is designed to do

02 Understand available conversion locations

03 Website, app and messaging sales journeys

04 Basic product/service offer presentation

05 Understand tracking concepts at a beginner level

06 Review campaign setup and common limitations

LIVE PRACTICAL

Map a basic sales journey and prepare a Sales campaign plan.

ASSIGNMENT & TRAINER REVIEW

Submit a customer journey map and campaign objective rationale.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Ad Creative Design & Copywriting

TOPICS COVERED

01 Creative formats: image, video, carousel and vertical video

02 Basic design principles for ads

03 Canva workspace and design workflow

04 Primary text, headline and description

05 Call-to-action and offer clarity

06 Creative variations and basic testing

LIVE PRACTICAL

Design one ad creative in Canva and write two copy variations.

ASSIGNMENT & TRAINER REVIEW

Submit editable design link or export, plus ad copy for review.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

AI Tools for Meta Ads

TOPICS COVERED

01 Use ChatGPT to brainstorm campaign ideas

02 Write prompts for primary text and headlines

03 Generate audience research questions

04 Create content angles and creative concepts

05 Improve copy for clarity and relevance

06 Fact-check AI output and follow ad policies

LIVE PRACTICAL

Use AI to create an ad brief, three headline options and two copy versions.

ASSIGNMENT & TRAINER REVIEW

Submit prompts and final human-reviewed copy.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Campaign Reporting & Basic Optimization

TOPICS COVERED

01 Understand reach, impressions and frequency

02 CPM, CPC, CTR and cost per result

03 Read results at campaign, ad set and ad levels

04 Identify weak creative or audience signals

05 Basic budget and creative improvement principles

06 Prepare a simple performance report

LIVE PRACTICAL

Analyse a sample campaign report and recommend improvements.

ASSIGNMENT & TRAINER REVIEW

Submit a one-page report with three evidence-based recommendations.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Integrated Business Project & Troubleshooting

TOPICS COVERED

01 Choose a sample business and define its goal

02 Select the appropriate campaign type

03 Prepare audience, budget and creative plan

04 Review common ad rejection reasons

05 Understand policy and account-quality basics

06 Create a client-ready campaign summary

LIVE PRACTICAL

Prepare a complete campaign plan for a sample local business.

ASSIGNMENT & TRAINER REVIEW

Submit the project file for trainer review and correction.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

Final Practical, Revision & Assessment

TOPICS COVERED

01 Review Facebook, Instagram and WhatsApp business setup

02 Review Ads Manager and campaign structure

03 Student demonstrates a selected campaign setup

04 Present creative, copy, audience and objective

05 Review assignment feedback and corrections

06 Final assessment, Q&A; and next learning roadmap

LIVE PRACTICAL

Present the final campaign project and explain the setup decisions.

ASSIGNMENT & TRAINER REVIEW

Final trainer review based on attendance, practical completion, assignments and understanding.

LEARNING METHOD

Explain → Demonstrate → Practise → Submit → Review → Improve

THE TRYADRANK PRACTICE & REVIEW SYSTEM

Every campaign is followed by an assignment. Students do the work; trainers review it and guide improvements.

01	02	03	04	05	06
LEARN	**WATCH**	**PRACTISE**	**SUBMIT**	**REVIEW**	**IMPROVE**
Understand the concept	Follow the live demo	Repeat the steps	Share assignment	Receive feedback	Correct and refine

FINAL PRACTICAL PROJECT

Each student prepares a campaign plan for a sample business: business goal, campaign objective, audience, budget and schedule proposal, creative, ad copy, destination, campaign structure and basic reporting plan. Where an authorized account is available, students may prepare a draft campaign for trainer review.

TRAINER REVIEW CHECKLIST

- Correct account and asset setup
- Objective matches business goal
- Audience and placement choices
- Clear creative and ad copy
- Correct destination and enquiry flow
- Understanding of key metrics and improvements

CLEAR COURSE SCOPE

This is the BASIC PRACTICAL BATCH. It builds strong foundations before students move into advanced tracking and scaling.

INCLUDED IN THIS BASIC BATCH	ADVANCED – SEPARATE LEARNING PATH
• Facebook Page and Instagram Professional Account setup • WhatsApp Business setup and messaging tools • Meta Business Suite and Business Portfolio fundamentals • Ads Manager and ad account basics • Awareness, Traffic, Engagement, WhatsApp Message and Lead campaigns • Sales campaign fundamentals • Canva, AI-assisted copy and basic reporting	• Meta Pixel installation and configuration • Conversions API implementation • Advanced event tracking and diagnostics • Advanced retargeting architecture • Complex funnel strategy and automation • Advanced scaling and performance systems

LEARNING OUTCOME

Students practise setting up business assets, navigating Ads Manager, choosing suitable campaign objectives, preparing audiences and creatives, building campaign drafts, understanding basic results and presenting a campaign plan for a sample business.

20 CLASSES MASTERY GUARANTEE

A commitment to structured teaching, hands-on practice, assignments and trainer feedback.

TEACH	PRACTISE	ASSIGN	REVIEW
Step-by-step instruction in Odia	Students perform the tasks themselves	Campaign-wise practical work	Trainer checks and gives feedback

OUR TRAINING COMMITMENT

TryAdRank's 20 Classes Mastery Guarantee is supported by live teaching, guided practice, campaign-wise assignments, trainer review and opportunities to correct submitted work. Students should attend classes, complete practical tasks and apply feedback.

IMPORTANT CLARIFICATION

The guarantee relates to the training, practice and review process. Actual ad approvals, delivery, reach, leads, sales, revenue and return on ad spend depend on Meta review, account eligibility, budget, offer, audience, creative and market conditions; these business outcomes are not guaranteed.

STUDENT RESPONSIBILITIES

- Attend live classes and participate in practical sessions.
- Complete and submit assignments within the given time.
- Use only accounts and business assets they own or are authorized to manage.
- Follow Meta advertising policies and protect customer information.
- Advertising spend, if any, is separate from course fees. Draft exercises can be used for learning.

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YOUR NEXT STEP STARTS HERE

BUILD PRACTICAL META ADS SKILLS

20 Live Classes • 1 Month • Complete Training in Odia

ENROL WITH TRYADRANK

Website: tryadrank.com

Email: hello@tryadrank.com

Call & WhatsApp: +91 99384 21206

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TRYADRANK DIGITAL MARKETING AGENCY | BHUBANESWAR, ODISHA