

* The Future Track

Meta Ads Overview

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ONLINE ADVERTISING

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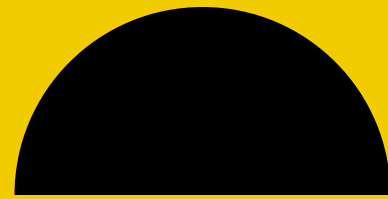
Meta Ads Overview

Introduction to Meta Ads and Their Purpose

Meta Ads are an online advertising system that runs across Facebook, Instagram, and Audience Network, helping businesses reach targeted audiences effectively through tailored advertising strategies.

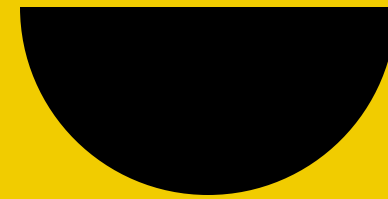


Platforms for Meta Ads



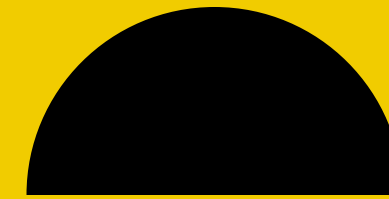
Facebook

Ads appear in News Feed, Stories, and Marketplace.



Instagram

Ads run in Feed, Stories, and Reels formats.



Audience

Ads show on partner apps and connected websites.



Promoting Courses Effectively with Meta Ads



Example

Meta Ads effectively target students in Dhanbad.



Conclusion and Key Takeaways

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