The Online Business Academy

COURSE GUIDE



CERTIFICATE IN META ADS

# Make every dollar count with Meta Ads

Stop boosting posts and hoping. Build campaigns on numbers you trust, and know which ads are earning their keep.

- No ad spend needed. Build every campaign in draft
- Learn at your own pace, with lifetime access
- An OBA Tutor on hand in every lesson
- A certificate employers can verify online

INSIDE THIS GUIDE

# Table of contents


02 About us

03 Course overview

04 Course modules

06 OBA Tutor and Career Centre

07 Your certificate

08 Is this course right for you?

ABOUT US

# Welcome to The Online Business Academy

**68**

certificate courses across business, finance, marketing, design, tech and AI, all built the same hands-on way.

**Lifetime**

access. Pay once and your course is yours forever, including every update we add.

Most online courses hand you hours of video and hope something sticks. We built The Online Business Academy to do the opposite. Every lesson puts the tool in your hands, every module ends with a checkpoint that proves you've got it, and every course ends with a certificate that shows you can do the work, not just that you watched it.

You're never stuck on your own. The OBA Tutor sits inside every lesson, knows exactly where you are, and explains things another way the moment they don't click. It's there at 7am before work and at 11pm when the house is finally quiet, and our support team is an email away whenever you'd rather talk to a person.

And we don't stop at the certificate. Every course comes with the Career Centre, free: AI tools that review your CV, rebuild it with your OBA certificates ready to drop in, and put you through practice interviews for the role you want. One payment, lifetime access, and everything you need to take the next step.




OUR MISSION

**Skills you can use on Monday morning, and the proof that you have them.**

DIGITAL MARKETING COURSES

# Certificate in Meta Ads

In this course, you'll run Facebook and Instagram ads for two practice businesses, an Adelaide homecare brand and a Wollongong kitchen installer. You'll set up the pixel and Conversions API properly, work out what a sale can afford to cost, turn customer reviews into ads, build sales, lead and message campaigns, then read the results critically and explain them in plain English.

This course is a great fit for small business owners, marketers and freelancers taking on paid social. You don't need any Meta Ads experience, just an established Facebook account.

Enrol now

Learn more

COURSE PRICE

## $169

One payment. Lifetime access. No subscription.

COURSE LENGTH

## 26 hours

of learning across 12 modules and 127 hands-on lessons.



## What you'll be able to do

- Set up an ad account, pixel and Conversions API properly, with consent handled
- Match the objective, structure and bid strategy to what the business needs
- Work out what a sale or lead can afford to cost from the business's margins
- Build broad, custom and lookalike audiences that guide Meta's automation
- Turn customer evidence into image, carousel and video ads built to Meta's specs
- Check ads against Meta's policies, the AANA Code and Australian law before you submit
- Build sales, lead, message and catalogue campaigns in Ads Manager
- Diagnose a struggling campaign, scale what works and report it in plain English

## Module 01 Getting started with Meta advertising

12 lessons

In this module you'll see why building in Ads Manager beats boosting a post, and study competitors' live ads in the Meta Ad Library. You'll set up a secure business portfolio, connect a Page and an Instagram account, create an ad account, learn what to do if Meta restricts it and build your first campaign in draft.

## Module 02 Objectives, structure and the learning phase

9 lessons

In this module you'll find out how Meta's auction decides which ad to show, and why the objective and performance goal you pick decide who sees yours. You'll learn why too many ad sets starve the learning phase, then audit an inherited account with a dozen overlapping ad sets and plan a structure Meta can learn from.

## Module 03 Tracking with the pixel and Conversions API

9 lessons

In this module tracking stops being a black box. You'll put the Meta pixel behind a cookie consent banner, install it through a partner integration such as Shopify, switch on the Conversions API without counting sales twice and test every event, so you know the data is clean before a cent is spent.

## Module 04 Audiences that guide the algorithm

10 lessons

In this module you'll learn why broad audiences often win now, and when to guide Advantage+ audience rather than fence it in. You'll build website, engagement and customer list audiences, upload a list lawfully (hashed data is still personal information), use lookalikes as a signal and target a local service area.

## Module 05 Creative strategy: angles, hooks and briefs

10 lessons

In this module creative takes centre stage, because the ad itself now does most of the targeting. You'll mine reviews and comments for angles, write hooks that hold the first three seconds, build a swipe file of competitors' live ads and write briefs a designer or creator can use for cold, warm and returning customers.

## Module 06 Making the ads: copy, images and video

13 lessons

In this module your briefs become real ads. You'll write copy in the customer's own words, design a static ad and a carousel in Canva, and edit a short creator-style video on your phone, captioned for sound-off viewing. Then you'll preview every placement, choose which Advantage+ creative features to keep and tag links for GA4.



## Module 07 Ad policies, Australian law and brand safety

9 lessons

In this module you'll spot what gets ads rejected before you submit. You'll study Ad Standards rulings on Facebook and Instagram, check yours against the AANA Code and Australian Consumer Law, set brand safety controls and appeal a rejection calmly.

## Module 08 Budgets, bidding and launching

12 lessons

In this module the numbers come first. You'll turn margins, GST and fees into a target cost per sale, choose a budget and bid strategy you can defend, build an Advantage+ sales campaign and plan its first fortnight and a Black Friday budget.

## Module 09 Lead, message and catalogue campaigns

10 lessons

In this module you'll go beyond online sales. You'll build a lead campaign with an instant form that qualifies people, get every lead to the team the same day, and add message ads, call ads and a catalogue ad built from a product feed.

## Module 10 Reading results and fixing problems

12 lessons

In this module you'll stop taking Ads Manager's word for it. You'll build custom columns, read attribution properly, catch creative fatigue early, reconcile Meta's figures with GA4 and the shop, and diagnose what's holding a campaign back.

## Module 11 Testing, scaling and reporting

11 lessons

In this module you'll test fairly, then scale what works without restarting the learning phase. You'll decide which of Meta's recommendations to accept, audit a whole account and write a monthly report a client can act on.

## Module 12 Capstone: your Meta Ads campaign

10 lessons

In this module you'll take one brief from goal to built campaigns: a jeweller, a wedding venue, a phone repair chain or your own business. You'll defend every decision, analyse six weeks of results and write it up as a portfolio case study.



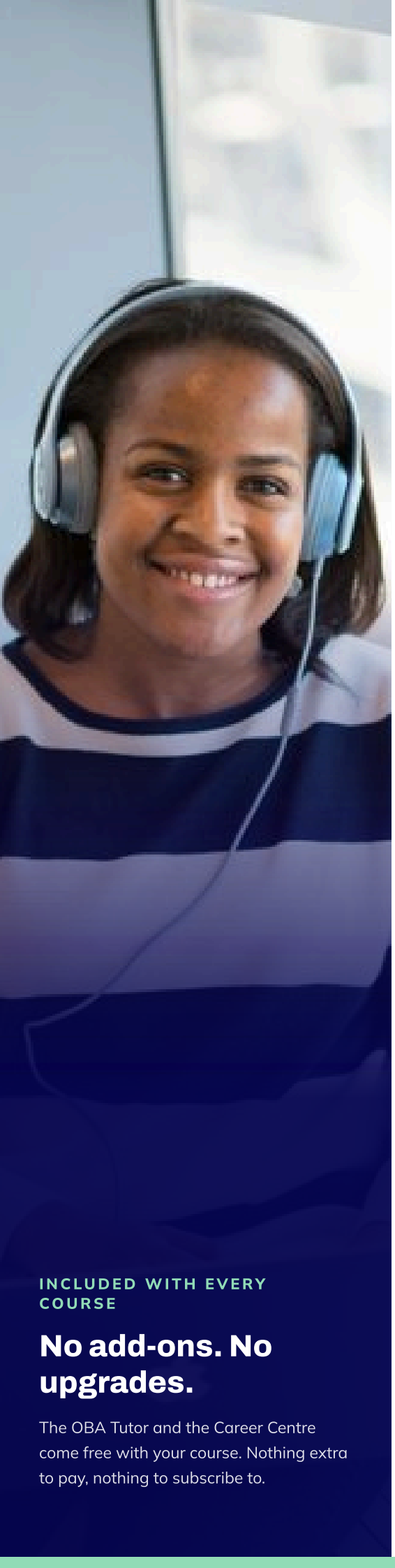

HOW YOU'RE ASSESSED

**12 checkpoints**

Every module ends with a short quiz, so you find any gaps while the lessons are still fresh. Retake each one as often as you need.

**80% to pass**

Finish with a twenty-question final assessment drawn from every module. Score 80 per cent or more and your certificate is on its way.



A TUTOR INSIDE EVERY LESSON

# Meet the OBA Tutor

Stuck at 11pm? You don't have to wait for office hours. The OBA Tutor lives inside every lesson, knows exactly which one you're on, and explains it another way until it clicks. Stuck on an exercise? It nudges you towards the answer instead of handing it over, so the skill is genuinely yours.

- Knows the lesson you're on
- Explains things in new words and examples
- Gives you hints before answers
- Quizzes you on what you've covered

CAREER CENTRE

# Step into your next role prepared

A new skill is only as valuable as your ability to show it. That's why every course includes the Career Centre, free: three AI tools that sharpen your CV and get you interview-ready for the role you want.

1. **AI resume reviewer**
   Upload your CV and the job you're after, and get a clear score plus the specific fixes that will make it stronger.

2. **AI resume builder**
   Build a polished CV from a professional template, with your OBA certificates ready to add in one click.

3. **AI interview practice**
   Rehearse real questions for the role you want, out loud or in writing, and get feedback on every answer.

**Verified, not just listed.** Every OBA certificate carries a credential ID, so an employer can check yours on our verify page in seconds.

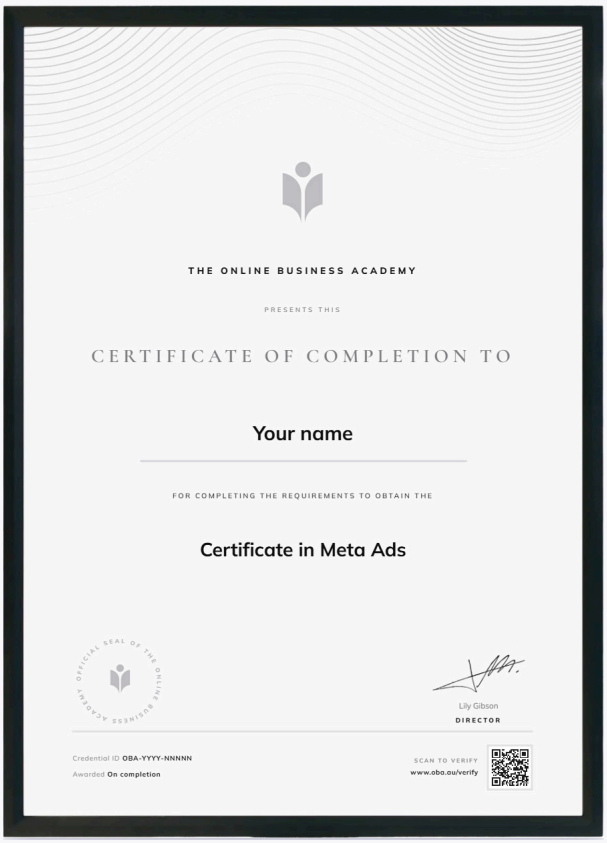
INCLUDED WITH EVERY COURSE

## No add-ons. No upgrades.

The OBA Tutor and the Career Centre come free with your course. Nothing extra to pay, nothing to subscribe to.

YOUR CERTIFICATE

# Finish with proof you can show




A sample. Yours will carry your name and credential ID.

Pass your final assessment and you'll earn a certificate with its own credential ID and web page. Add it to your CV or LinkedIn profile and any employer can verify it in seconds.

## Where this could take you

Businesses trust their ad budget to people who can explain where every dollar went. You'll finish with a campaign case study, a decision log and a client report to show an employer or first client, plus a certificate they can verify.

- Paid social executive
- Digital marketing executive
- Social media manager
- Performance marketing executive
- Freelance paid social manager
- E-commerce marketing assistant

## Build a portfolio as you learn

**01**

### Three ads built from customer evidence

A static, a carousel and a short video, each made from a written brief.

**02**

### A budget built from the margins

A target cost per sale and a Black Friday schedule you can defend.

**03**

### A campaign case study

Your capstone, from goal to results, with a decision log behind every choice.

BEFORE YOU ENROL

# Is this course right for you?

For anyone trusted with a Meta ad budget, their own or someone else's, who wants to spend it with confidence and explain every dollar.

## Made for

- Small business owners who've boosted posts and want to know where the money went
- Online sellers who want sales campaigns built on their real margins
- Marketing executives taking paid social over from an agency or a manager
- Social media managers moving from organic posts into paid campaigns
- Freelancers and virtual assistants adding Meta ads to the services they offer
- Career changers with marketing basics who want the specialism job ads ask for
- Local service businesses that need calls, messages and enquiries, not just likes

## What you'll need

- An established personal Facebook account, not a new one. Meta often restricts brand-new profiles that try to advertise.
- No ad budget. Ads Manager is free and every campaign can be built in draft. Going live with your own budget is optional.
- A Facebook Page and Instagram professional account: your own, your employer's with permission, or a practice Page from module 1.
- Your phone, plus free tools: Google Sheets (or Excel), Canva's free plan, a video editor such as CapCut and a free AI assistant.
- A basic sense of who a business sells to and why. No Meta Ads experience needed; you'll start at setup.

**NOT SURE META ADS IS THE RIGHT START?**

New to marketing altogether? Start with Digital Marketing, then come back for the ads. Want to grow a following without paying for reach? Social Media Marketing fits better. Selling to people already searching for you? Google Ads puts you in front of them first.



The **Online Business** Academy

ENROL IN MINUTES

# Put your ad budget to work

Enrolling takes a few minutes. Pay securely on our site and your first lesson opens straight away.

**01** Press enrol now

**02** Check out on our site

**03** Choose your password

**04** Start your first lesson

**Enrol now for $169 →**

Instant access. Yours for life.

Learn more

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