



DMConsulting

SMM & ADS MANAGEMENT

META BUSINESS SUITE

SMART ADS / REAL GROWTH

 **Meta**

COURSE OBJECTIVE

- **Build** a strong and recognizable tourism brand on social media.
- **Create** organic and paid strategies that attract travelers and generate bookings.
- **Master** Meta Business Suite and Ads Manager tools for tourism marketing.
- **Develop**, launch, and optimize Meta campaigns for maximum ROI.
- **Analyze** results and continuously improve performance based on data insights.

This intensive program equips tourism and hospitality professionals with hands-on Meta Business Suite skills to plan, manage, and optimize Facebook and Instagram campaigns that fuel business growth. The training concludes with a practical simulation through Meta Business Suite environment.

This training was developed by DM Consulting LLC in collaboration with Armenian Tourism Federation NGO with the support of RECONOMY's "Digitizing Sectors for Competitiveness" project.

RECONOMY is an inclusive and green economic development program of the Swedish International Development Cooperation Agency (Sida), implemented by Helvetas in partnership with the Strategic Development Agency NGO and others in the Eastern Partnership and Western Balkan countries.

COURSE CONTENT

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- ✓ Tourism Branding & Social Media Strategy
 - ✓ Organic SMM for Tourism Growth
 - ✓ Meta Business Suite: Deep Dive
 - ✓ Meta Ads Foundations for Tourism
 - ✓ Advanced Targeting & Retargeting
 - ✓ Budget Control & Performance Optimization
 - ✓ Multi-Platform Integration & Analytics
 - ✓ Final Project & Certification

DAY 1

TOURISM BRANDING & SOCIAL MEDIA STRATEGY

Topics covered

- Traveler psychology & decision journeys
- Introduction to Content Tools (Google Trends; Google Suggests; Ahrefs; Keywordtool; Canva; Buffer; Hootsuite; Metricool)
- Effective SMM strategy for travel and hospitality
- Case study: How top travel brands use Meta Business Suite

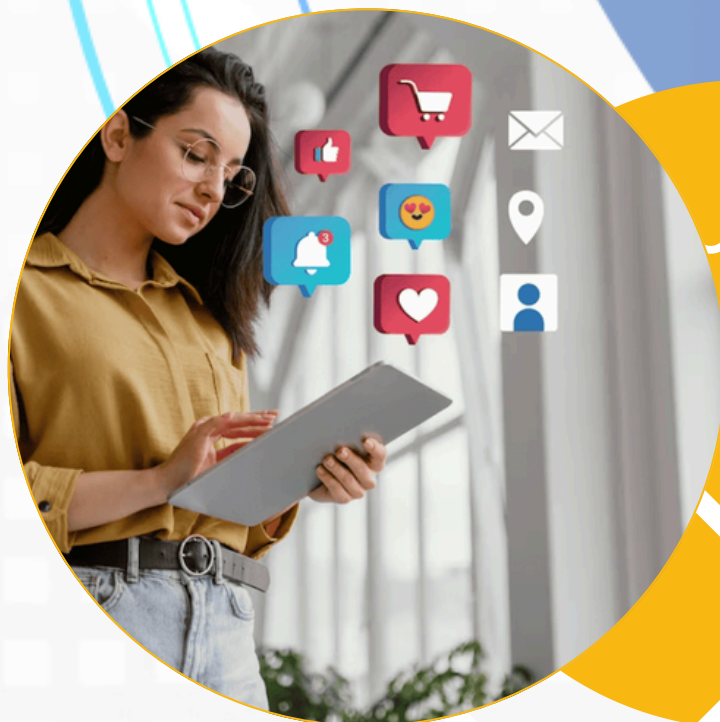


DAY 2

ORGANIC SMM FOR TOURISM GROWTH

Topics covered

- Social media metrics & engagement data analysis
- Visuals, Reels & Stories designing for attraction
- Caption writing and CTAs (Click to Actions) that converts interest to inquiries
- Scheduling & Consistency using Meta Business Suite



DAY 3

META BUSINESS SUITE DEEP DIVE

Topics covered

- Meta Business Suite Setup for travel businesses
- Multiple accounts, pages and ad assets management
- Business Portfolio usage & importance
- Tracking messages, comments & bookings through Inbox



DAY 4

META ADS FOUNDATIONS FOR TOURISM

Topics covered

- Ad objectives for tourism (traffic, engagement, leads, conversions, etc.)
- Audience targeting fundamentals
- Objectives in Meta Ads Manager
- Creation of visuals and videos that sell travel experiences



DAY 5

ADVANCED TARGETING & RETARGETING

Topics covered

- Custom and Lookalike audiences
- Retargeting website visitors and leads
- Geo-targeting for tourism (regions, countries, airports, etc.)
- Integration of WhatsApp & Instagram digital marketing ads for direct bookings



DAY 6

BUDGET CONTROL & PERFORMANCE OPTIMIZATION

Topics covered

- Budget planning & cost-efficiency methods for tourism ads
- Ad formats and placement
- Metrics that matter: CPC (Cost Per Click); CTR (Click-Through Rate)
- Campaigns real-time adjustment using Meta Ads Manager



DAY 7

MULTI-PLATFORM INTEGRATION & ANALYTICS

Topics covered

- Meta Business Suite For Mobile
- Insights & Reporting, Breakdown Results
- Tourism funnel tracking: from inspiration to booking
- Reading insights to improve ROI (Return on Investment)



DAY 8

FINAL PROJECT & CERTIFICATION

Topics covered

- Applying Lessons in a Tourism Marketing Project
- Live Meta campaign creation for your tourism business
- Step-by-step: visual guide to setting up ad campaigns



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THANK YOU !

*“Learning is not attained by chance;
it must be sought with ardor and
attended to with diligence.” —
Abigail Adams*

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