Digital Marketing Course
(Facebook Ads)

Time	Video Number 1
19 minutes	Intro & Content Overview مقدمة واستعراض لمحتوى الكورس
00:25	Introducing Myself
00:44	About the Course
05:35	Course Outlines
Time	**Video Number 2**
37 minutes	Digital Report 2021 تقارير المحتوى الإلكتروني 2021
00:07	Digital Report 2021 (Worldwide & Egypt)
Time	**Video Number 3**
31 minutes	Facebook Terms مصطلحات هامة
00:07	Explanation of some important Facebook & Digital Marketing Terms
Time	**Video Number 4**
2 minutes	Creating Business Manager إنشاء حساب مدير الأعمال
00:07	Creating Business Manager
Time	**Video Number 5**
5 minutes	Ads Manager Overview نظرة عامة على مدير الإعلانات
00:07	Business Account Home Page Preview
00:27	Ad Accounts Limit
02:15	Ads Manager Overview (Structure)

Time	Video Number 6
13 minutes	Campaign Objectives Overview نظرة عامة على أهداف الحملات
00:57	Brand Awareness
01:33	Reach
02:32	Traffic
03:06	Engagement (Post Engagement, Page Likes, Event Responses)
06:13	App Installs
06:26	Video Views
07:28	Lead Generation
08:28	Messages
09:55	Conversions
11:07	Catalogue Sales
12:09	Store Traffic
Time	Video Number 7
6 minutes	Brand Awareness Objective (Campaign Tab) شرح إنشاء حملة الوعي بالعلامة التجارية (قسم الحملات الإعلانية)
00:39	Special Ad Categories
01:21	Campaign Spending Limit
02:44	Campaign Budget Optimization:
03:48	Daily Budget VS Lifetime Budget
05:16	Campaign Bid Strategy (Lowest Cost)
05:45	Ad Scheduling
Time	Video Number 8
8 minutes	Brand Awareness Objective (Ad Set Tab) شرح إنشاء حملة الوعي بالعلامة التجارية (قسم المجموعات الإعلانية)
00:30	Audience Definition
01:07	Potential Reach
01:44	Estimated Daily Results

02:30	Dynamic Creative
02:59	Budget & Schedule
05:29	Ad set spend limits
05:59	Ad scheduling
Time	**Video Number 9**
16 minutes	Audience (Locations) الجمهور (المواقع)
00:30	Custom Audiences Overview
02:06	Locations
Time	**Video Number 10**
15 minutes	Audience (Age, Gender, Detailed Targeting "Part 1") الجمهور (العمر، الجنس، الاستهداف التفصيلي "ج1")
00:13	Age, Gender
00:54	Detailed Targeting (Search)
Time	**Video Number 11**
9 minutes	Audience (Detailed Targeting "Part 2") الجمهور (الاستهداف التفصيلي "ج2")
00:32	Demographics
06:10	Interests
07:19	Behaviours
Time	**Video Number 12**
11 minutes	Audience (Detailed Targeting "Part 3") الجمهور (الاستهداف التفصيلي "ج3")
00:07	Exclude
01:55	Narrow Audience
06:32	Languages
07:30	Connections (Facebook Pages, Apps, Events)
Time	**Video Number 13**
13 minutes	Placements

		المواضع
00:16	Automatic Placements	
00:20	Manual Placements:	
00:30	Devices (Mobile, Desktop)	
00:59	Platforms (Facebook, Instagram, Audience Network, Messenger)	
07:35	Mobile Devices & Operating Systems	
08:25	Exclude Skippable Ads	
08:48	Brand Safety: Inventory Filter, Block Lists, Live Stream Exclusions, In-Stream Topic Exclusions	
Time	**Video Number 14**	
4 minutes	Optimization and Delivery التحسين والعرض	
00:10	Optimization for Ad Delivery (Ad Recall Lift)	
02:46	Cost Control	
Time	**Video Number 15**	
21 minutes	Brand Awareness Objective (Ad Tab "Part 1") حملة الوعي بالعلامة التجارية (قسم الإعلانات "ج1")	
00:49	Connect Instagram Account	
02:16	Ad Setup:	
02:27	Use Existing Post	
06:22	Create Ad (Format):	
06:31	Single Image or Video	
06:40	Carousel	
11:16	Ads Sizes and Specifications	
13:19	Primary Text (Content Tips)	
19:34	Branded Content	
Time	**Video Number 16**	
9 minutes	Brand Awareness Objective (Ad Tab "Part 2") حملة الوعي بالعلامة التجارية (قسم الإعلانات "ج2")	
00:12	Create Slideshow	

07:25	Create Video
Time	**Video Number 17**
6 minutes	Brand Awareness Objective (Ad Tab "Part 3") حملة الوعي بالعلامة التجارية (قسم الإعلانات "ج3")
00:07	Carousel
00:58	Instant Experience
04:26	Playable Source
Time	**Video Number 18**
17 minutes	Reach Objective حملة الوصول
01:16	Campaign Bid Strategy (Lowest Cost)
03:06	Optimization for Ad Delivery (Impressions, Reach)
05:00	When You Are Charged (Impression)
05:33	Frequency Cap
06:57	Campaign Bid Strategy (Bid Cap)
07:09	Delivery Type (Standard, Accelerated)
08:44	Bid Control
09:29	Ad Tab:
11:23	Call to Actions
15:27	Languages
Time	**Video Number 19**
20 minutes	Traffic Objective "Part 1" حملة الزيارات "ج1"
00:41	Campaign Bid Strategy (Lowest Cost, Cost Cap, Bid Cap)
03:17	Traffic Destinations (Website, App, Messenger, WhatsApp)
04:59	Offer
10:12	Optimization for Ad Delivery (Landing Page Views, Link Clicks, Daily unique Reach, Impressions)
11:45	When You Are Charged (Impression, Link Clicks)
15:54	Cost Control

17:38	Bid Control
Time	**Video Number 20**
7 minutes	Traffic Objective "Part 2" حملة الزيارات "ج2"
00:07	Ad Tab: Website Traffic
00:36	Dynamic Formats and Creative
01:33	Destination (Website, Facebook Event, Phone Call)
03:15	Ad Tab: App
04:28	Ad Tab: Messenger
06:06	Ad Tab: WhatsApp
Time	**Video Number 21**
11 minutes	Engagement Objective حملة التفاعل
01:04	Engagement Type: Post Engagement
01:28	Campaign Bid Strategy (Lowest Cost, Cost Cap, Bid Cap)
01:58	Optimization for Ad Delivery (Post Engagement, Daily Unique Reach, Impressions)
02:38	When You Are Charged (Impression)
05:34	Engagement Type: Page Likes
05:54	Optimization for Ad Delivery (Page Likes)
06:00	When You Are Charged (Impression, Page Like)
07:50	Engagement Type: Event Responses
08:28	Optimization for Ad Delivery (Post Engagement, Daily Unique Reach, Event Response, Impressions)
08:50	When You Are Charged (Impression)
Time	**Video Number 22**
15 minutes	App Installs Objective حملة عمليات تثبيت التطبيق
00:36	App Install Campaign Type: Automated App Ads
00:53	App (Google Play, iTunes, iTunes for iPad, Facebook Canvas, Instant Games)
01:23	Set Up App Events

02:19	Locations and Language
02:41	Optimization Control: Optimization Goal (App Installs, App Install with App Events, App Events, Value)
03:28	Bid Strategy (Lowest Cost), Bid Cap
03:59	Ad Tab
05:00	App Install Campaign Type: App Ads
05:11	Campaign Bid Strategy (Lowest Cost, Cost Cap, Bid Cap, Minimum ROAS)
06:46	Specific Mobile Devices & Operating Systems
08:15	Optimization for Ad Delivery (Value, App Events, App Installs, Link Clicks)
08:37	When You Are Charged (Impression, Link Click)
09:23	Conversion Window
11:24	When You Are Charged (Impression, App Install, Link Clicks)
13:44	Ad Tab (Deferred Deep Link)
Time	**Video Number 23**
6 minutes	Video Views Objective حملة مشاهدات الفيديو
00:51	Campaign Bid Strategy (Lowest Cost, Cost Cap, Bid Cap)
01:07	Optimization for Ad Delivery (ThruPlay, 2-Second Continuous Video Views)
02:33	When You Are Charged (ThruPlay, 2-Second Continuous Video View)
04:43	Ad Tab
Time	**Video Number 24**
19 minutes	Lead Generation Objective "Part 1" حملة تجميع بيانات العملاء المحتملين "ج1"
01:30	Campaign Bid Strategy (Lowest Cost, Cost Cap, Bid Cap)
01:38	Lead Method: Instant Forms
02:00	Facebook's Lead Ads Terms
03:02	Optimization for Ad Delivery (Leads)
03:19	When You Are Charged (Impression)
04:12	Ad Tab:
04:55	Question Format (Instant Form):

07:55	Custom Questions: Multiple Choice, Short Answer, Conditional, Appointment Request
16:48	Forms Library
Time	**Video Number 25**
11 minutes	Lead Generation Objective "Part 2" حملة تجميع بيانات العملاء المحتملين "ج2"
00:07	Ad Tab: Question Format (Automated Chat)
00:36	Message Template
08:27	Lead Method: Calls
Time	**Video Number 26**
12 minutes	Messages Objective "Part 1" حملة الرسائل "ج1"
00:24	Campaign Bid Strategy (Lowest Cost, Bid Cap)
00:34	Message Destination:
01:15	Messenger (Click to Messenger)
01:21	Optimization for Ad Delivery (Link Clicks, Conversations, Leads)
02:08	When You Are Charged (Impression, Link Click)
03:10	Ad Tab:
03:22	Branded Content
07:02	Message Template:
07:18	Start Conversations
09:34	Generate Leads
10:52	Advanced Setup
Time	**Video Number 27**
6 minutes	Messages Objective "Part 2" حملة الرسائل "ج2"
00:09	Message Destination: Messenger (Sponsored Message)
02:14	Optimization for Ad Delivery (Impressions)
02:21	When You Are Charged (Impression)
03:08	Ad Tab: Message Template

04:26	Customer Actions: Buttons, Quick Replies
Time	**Video Number 28**
10 minutes	Messages Objective "Part 3" حملة الرسائل "ج3"
00:07	Message Destination: WhatsApp Business
00:42	Connect WhatsApp Business Account to a Page
01:37	Detailed Targeting Issue and Resolution
02:38	Optimization for Ad Delivery (Link Clicks, Conversations)
05:00	When You Are Charged (Impression, Link Click)
05:20	Ad Tab: Ad Setup (Create Ad, Use Existing Post)
08:40	Message Template
Time	**Video Number 29**
2 minutes	Messages Objective "Part 4" حملة الرسائل "ج4"
00:10	Message Destination: Instagram Direct
00:32	Optimization for Ad Delivery (Link Clicks, Conversations)
00:45	When You Are Charged (Impression, Link Click)
01:00	Ad Tab: Connect Instagram Account
Time	**Video Number 30**
13 minutes	Conversions Objective "Part 1" حملة عمليات التحويل "ج1"
01:08	Campaign Bid Strategy (Lowest Cost, Cost Cap, Bid Cap, Minimum ROAS)
02:50	Conversion Event Location (Website)
04:08	Install Facebook Pixel (on WordPress website)
07:26	Facebook Event Setup Tool
Time	**Video Number 31**
11 minutes	Conversions Objective "Part 2" حملة عمليات التحويل "ج2"
00:10	Create Offer

04:23	Optimization for Ad Delivery (Conversions, Value, Landing Page Views, Link Clicks, Impressions, Daily Unique Reach)
04:48	Conversion Window
06:18	When You Are Charged (Impression, Link Click)
09:30	Ad Tab
Time	**Video Number 32**
5 minutes	Conversions Objective "Part 3" حملة عمليات التحويل "ج3"
00:08	Conversion Event Location (App)
00:18	Optimization for Ad Delivery (App Events, Link Clicks, Daily Unique Reach)
00:58	When You Are Charged (Impression, Link Click)
01:25	Ad Tab:
01:57	Format (Collection)
02:03	Instant Experience Templates (Storefront, Custom Instant Experience)
03:40	Conversion Event Location (Messenger, WhatsApp)
Time	**Video Number 33**
11 minutes	Catalog Sales Objective "Part 1" حملة مبيعات الكتالوج "ج1"
02:50	Campaign Bid Strategy (Lowest Cost, Cost Cap, Bid Cap)
03:25	Audience (Retarget ads to people who interacted with your products)
07:09	Optimization for Ad Delivery (Conversion Events, Link Clicks, Impressions)
07:58	Event Type
09:16	Conversion Window
09:40	When You Are Charged (Impression, Link Click)
Time	**Video Number 34**
9 minutes	Catalog Sales Objective "Part 2" حملة مبيعات الكتالوج "ج2"
00:07	Ad Tab
00:43	Create a Catalogue via Connecting Shopify Website to Facebook Business Manager
03:52	Create a Product Set from Catalogue Manager

08:27	Connect Catalogue to Pixel
Time	**Video Number 35**
9 minutes	Catalog Sales Objective "Part 3" حملة مبيعات الكتالوج "ج3"
00:07	Ad Setup: Dynamic formats and creative
01:03	Ad Creative
02:18	Ad Setup: Format (Single image or video)
02:26	Carousel: Catalogue options (Multiple Products, Product categories)
03:08	Collection:
03:27	Instant Experience Templates: Storefront
Time	**Video Number 36**
15 minutes	Store Traffic Objective حملة زيارات المتجر
00:37	Create Shops
06:27	Create Store Set
08:07	Campaign Bid Strategy (Lowest Cost, Bid Cap)
08:35	Audience (Locations)
09:56	Optimization for Ad Delivery (Store Visit, Daily Unique Reach)
10:17	When You Are Charged (Impression)
10:42	Ad Tab:
10:53	Ad Voice: Main Page, Local Pages
13:14	Destination: Store Locator, Open in Map, Website URL
Time	**Video Number 37**
21 minutes	Experiments (A/B Test) التجارب (اختبار A/B)
01:56	A/B Test:
02:11	Create a Variant
07:57	Compare Existing Ads
10:07	Results

11:48	Holdout Test
13:35	Brand Survey
19:14	Campaign Budget Optimization Test
Time	**Video Number 38**
17 minutes	Custom Audience "Part 1" الجمهور المخصص "ج1"
01:41	Custom Audience Source Overview:
04:58	Website
12:31	App Activity
14:26	Customer List
16:17	Offline Activity
Time	**Video Number 39**
8 minutes	Custom Audience "Part 2" الجمهور المخصص "ج2"
00:07	Facebook Sources:
00:09	Video
01:38	Lead Form
02:12	Instant Experience
02:31	Shopping
03:20	Instagram Account
03:54	Events
04:41	Facebook Page
07:51	On-Facebook Listings
Time	**Video Number 40**
6 minutes	Lookalike Audience الجمهور المشابه
00:09	Create Lookalike Audience
Time	**Video Number 41**
13 minutes	Events Manager (Pixel) "Part 1"

	مدير الأحداث (بيكسل) "ج1"
00:07	Facebook Pixel Overview
04:19	Create a Pixel on a WordPress Website
08:25	Add Events using Event Setup Tool
Time	**Video Number 42**
7 minutes	Events Manager (Pixel) "Part 2" مدير الأحداث (بيكسل) "ج2"
00:07	Manually Add Pixel Code to Website
03:25	Data Sources Dashboard (Test Events, Diagnostics, History, Settings)
04:57	Create Custom Conversion
Time	**Video Number 43**
13 minutes	Events Manager (Offline Events, Tracking) مدير الأحداث (أحداث تحويل بلا اتصال، التتبع)
00:09	Offline Event Set
02:14	Facebook Pixel Helper (Google Chrome Extension)
04:14	Tracking (Ad Tab)
04:57	URL Parameter
11:51	View Tag
Time	**Video Number 44**
9 minutes	Business Tools (Account Quality) أدوات الأعمال (جودة الحساب)
00:27	Account Quality:
01:04	Account Issues
02:34	Account Status Overview
03:21	Facebook Account:
05:13	Request Review for Disabled Facebook Ad Account
06:46	Business Accounts
Time	**Video Number 45**
31 minutes	Business Tools (Billing)

10 minutes	Business Tools (Business Settings "Part 1") أدوات الأعمال (إعدادات مدير الأعمال "ج1")
00:35	Users:
00:39	People
06:11	Partners
09:11	System Users
Time	**Video Number 48**
11 minutes	Business Tools (Business Settings "Part 2") أدوات الأعمال (إعدادات مدير الأعمال "ج2")
00:07	Accounts:
00:11	Pages
02:54	Ad Accounts
06:09	Business Asset Groups
07:31	Apps
08:18	Instagram Accounts
08:55	Commerce Accounts
09:19	Line of Business
10:24	WhatsApp Accounts
Time	**Video Number 49**
8 minutes	Business Tools (Business Settings "Part 3") أدوات الأعمال (إعدادات مدير الأعمال "ج3")
00:09	Data Sources:
00:10	Catalogues
03:17	Pixels
04:04	Offline Event Sets
05:08	Custom Conversions
06:21	Event Source Groups
07:01	Shared Audiences
Time	**Video Number 50**

11 minutes	Business Tools (Business Settings "Part 4") أدوات الأعمال (إعدادات مدير الأعمال "ج4")	
00:07	Brand Safety:	
00:11	Domains	
01:12	Blocklists	
02:15	Registrations (New Pages)	
04:38	Integrations (Leads Access)	
05:13	Payment Methods	
06:06	Security Centre:	
06:16	Two-Factor Authentication	
08:03	Backup Admin	
08:32	Business Verification	
08:59	Requests	
09:19	Notifications	
Time	**Video Number 51**	
8 minutes	Business Tools (Business Settings "Part 5") أدوات الأعمال (إعدادات مدير الأعمال "ج5")	
00:07	Business Info:	
01:07	Business Verification	
06:43	Setup Guide	
Time	**Video Number 52**	
14 minutes	Business Tools (Collaboration Centre, Events Manager, Partner Centre) أدوات الأعمال (مركز التعاون، مدير الأحداث، حلول التسويق)	
00:12	Collaboration Centre	
03:08	Events Manager	
03:24	Marketing Solutions (Partner Centre)	
Time	**Video Number 53**	
12 minutes	Business Tools (Media Library, Shop Locations, Ad Account Settings, Ad Limits Per Page, Audiences) أدوات الأعمال (مكتبة الوسائط، مواقع المتجر، إعدادات الحساب الإعلاني، حدود أعداد الإعلانات لكل صفحة، الجماهير)	

Time	
00:10	Media Library
00:58	Shop Locations
01:24	Ad Account Settings
04:39	Ad Limits Per Page
05:39	Audiences:
10:27	Show Audience Overlap
Time	**Video Number 54**
11 minutes	**Business Tools (Automated Rules, Campaign Planner, Creative Hub)** أدوات الأعمال (القواعد التلقائية، أداة تخطيط الحملات الإعلانية، مركز التصميمات)
00:10	Automated Rules
05:53	Campaign Planner
08:56	Creative Hub
Time	**Video Number 55**
15 minutes	**Business Tools (Ads Reporting, Analytics, Attribution, Audience Insights)** أدوات الأعمال (تقارير الإعلانات، التحليلات، الإسناد، رؤى الجماهير)
00:11	Ads Reporting
02:12	Analytics
05:36	Attribution
05:52	Audience Insights
Time	**Video Number 56**
7 minutes	**Business Tools (Brand Collabs Manager, Creative Reporting, Traffic Analysis Report, Page Posts, Catalogue Manager)** أدوات الأعمال (مدير شراكات العلامات التجارية، تقارير التصميمات، تقرير تحليل الزيارات، منشورات الصفحة، مدير الكتالوج)
00:09	Brand Collabs Manager
00:54	Creative Reporting
01:40	Traffic Analysis Report
02:14	Page Posts
04:10	Catalogue Manager
Time	**Video Number 57**
16 minutes	**Business Tools (Commerce Manager)**

	أدوات الأعمال (مدير المعاملات التجارية)
00:11	Commerce manager:
02:52	Add Shop:
03:49	Checkout on another Website
12:43	Checkout with Facebook or Instagram (Overview)
13:26	Checkout with Messaging
Time	**Video Number 58**
12 minutes	Ads Manager Interface شرح واجهة مدير الإعلانات
00:25	Search and Filter
05:57	Buttons Row
Time	**Video Number 59**
21 minutes	Columns الأعمدة
00:07	Columns (Performance):
00:48	Attribution Setting
07:56	Columns (Setup)
08:05	Columns (Delivery)
10:06	Columns (Engagement)
10:54	Columns (Video Engagement)
12:23	Columns (App Engagement)
13:02	Columns (Carousel Engagement)
10:54	Columns (Video Engagement)
16:36	Columns (Performance and Clicks)
17:01	Customize Columns
19:01	Columns (Messaging Engagement)
19:58	Columns (Ad Set Tab)
Time	**Video Number 60**
10 minutes	Ad Relevance Diagnostics: Quality, Engagement Rate, Conversion Rate Ranking

	تشخيصات ملاءمة الإعلانات: تصنيف الجودة، معدل التفاعل، معدل التحويل
00:48	Quality Ranking:
03:06	Low-Quality Attributes
06:41	Engagement Rate Ranking
07:22	Conversion Rate Ranking
09:35	Facebook Recommendations to Enhance Ad Relevance
Time	**Video Number 61**
13 minutes	Breakdown التقسيم
00:07	Breakdown:
00:12	By Time
01:00	By Delivery
07:20	Reports
08:17	Charts
10:55	Edit
11:34	History
Time	**Video Number 62**
7 minutes	Instagram Ads (Mobile) إعلانات انستجرام (الموبايل)
00:07	Create Ads from Instagram App on a Mobile:
00:35	Create Instagram Professional Account
01:03	Promotions:
01:44	Your Profile
01:54	Audience
02:13	Locations
04:16	Interests
04:49	Age & Gender
05:08	Budget & Duration
06:07	Payment

06:44	Insights
Time	**Video Number 63**
20 minutes	Facebook Ads & Analytics (Mobile) إعلانات فيسبوك والتحليلات (الموبايل)
00:38	Facebook Ads Mobile Application
13:08	Facebook Analytics Mobile Application
Time	**Video Number 64**
42 minutes	Advertising Policies (Prohibited content) سياسات الإعلانات (المحتوى المحظور)
01:37	Prohibited content
Time	**Video Number 65**
24 minutes	Advertising Policies (Restricted content) سياسات الإعلانات (المحتوى المقيد)
00:11	Restricted content