**Digital Marketing Training Plan for Textile Exporters: Meta Ads Mastery with AI Tools and International Focus**

**Overview:**

This 10 hours Digital Marketing Training Programme equips textile exporters with the skills to master Facebook Ads and AI tools to create impactful ad campaigns and attract international buyers effectively. Real-world insights from Harvard Business School (HBS) case studies will complement the training.

**10 hours plus of in-depth modules of META ADS MASTERY WITH AI AND MORE!**

**Day 1: Foundations, ChatGPT, and Strategy**

Duration: 2 hours

● Warm welcome and introduction to the workshop.

● Meta for Business Essentials:

○ Understanding the core features of Meta platforms for businesses.

○ Overview of Facebook and Instagram for textile marketing.

● Copywriting for social media:

○ Leveraging ChatGPT for generating creative ideas and crafting ad copy.

○ Writing scripts for reels and creating engaging content for carousels.

● Hands-On Activity:

○ Drafting a social media post using ChatGPT.

○ Planning content for a Facebook and Instagram campaign.

**Day 2: Meta Lead Generation Mastery**

Duration: 2 hours

● Exploring Meta's powerful ad formats:

○ Understanding the modern appeal of reels and carousel ads.

○ Mastering lead generation ads and their unique benefits.

● Navigating Ads Manager:

○ Setting up lead generation campaigns with ease.

○ Understanding targeting strategies and special ad categories.

● Reinforcing learning through comprehensive guides and quizzes.

● Hands-On Activity:

○ Setting up a lead generation ad in Ads Manager.

○ Targeting textile-specific audiences.

**Day 3: Fundamentals and Strategy**

**Session 1: Introduction to Facebook Ads for International Markets**

● Overview of Facebook Ads Manager.

● Why Facebook is essential for connecting with international buyers.

● Campaign objectives for global markets: Awareness, Lead Generation, and Conversion.

● Harvard business Case Study: "Facebook"

○ Insights into Facebook's ad monetization strategies, audience engagement, and advertising platform evolution.

**Session 2: AI Tools for Crafting High-Performance Facebook Ads**

● Introduction to AI tools for Facebook Ads:

○ Ad Copy Creation:

■ Generating compelling ad copy and headlines tailored for target audiences.

■ Personalizing ad messages for international buyers with localized content.

○ Image and Design Creation:

■ Designing ad creatives optimized for Facebook dimensions.

■ Automating background removal and enhancing textile product images.

○ Video Creation and Editing:

■ Creating engaging video ads for textiles from images and text.

■ Adding subtitles and voiceovers for international markets.

○ Competitor Ad Analysis:

■ Discovering and analyzing competitors' successful ad campaigns.

● Hands-On Practice: Creating sample ads using AI tools.

**Session 3: International Targeting Strategies**

● Leveraging Facebook’s targeting options for global markets:

○ Geographic targeting by specific countries and regions.

○ Demographic and interest-based targeting for textile buyers.

○ Setting up Lookalike Audiences to mirror international customers.

● Using AI tools for advanced audience insights and segmentation.

**Day 4: Advanced Techniques and Optimization**

**Session 1: Video Ads Creation with AI**

● Why videos are essential for international markets.

● AI-powered video tools:

○ Quick video creation using textile product images.

○ Generating AI-enhanced videos and visuals.

● Practical session: Crafting video ads using AI tools.

**Session 2: Analyzing Competitor Ads in Global Markets**

● Using Facebook Ads Library to find and analyze international competitor ads.

● Insights from AI tools:

○ Automating ad analysis for performance insights.

○ Tracking competitor ads and ad copy trends.

● HBS Case Study: "Facebook"

○ Analyzing Facebook’s own approach to ad innovation and lessons for textile exporters.

**Session 3: Optimizing Campaigns with AI Tools**

● AI-powered campaign optimization:

○ Generating multiple ad variations to test what works best.

○ Automating ad management and improving ROI.

● Budget allocation for international campaigns using AI insights.

● Practical session: Testing AI-optimized ad variations.

**Session 4: Creating a Global Growth Blueprint**

● Integrating Facebook Ads with other marketing tools:

○ WhatsApp and Instagram ads for global audience outreach.

○ Using Facebook Pixel for tracking international buyer behavior.

● Export-specific strategies:

○ Highlighting certifications and quality assurance in ad content.

○ Leveraging testimonials and client success stories for international credibility. ● AI tools like for improving landing page quality for ads.

**Day 5: Beyond Ads: Reporting, Insights, and Creativity**

Duration: 2 hours

● Understanding automated reporting:

○ Using Meta's reporting tools to analyze campaign performance.

○ Setting up custom reports for actionable insights.

● Extracting insights to refine strategies:

○ Identifying trends and areas for improvement.

○ Leveraging data to optimize future campaigns.

● Exploring Meta’s Creative Hub:

○ Experimenting with ad formats and creatives.

○ Enhancing creativity to improve ad engagement.

● Practical session: Interpreting campaign reports and refining strategies.

**Special Features**

1. AI Tools Focus:

○ Comprehensive training on using AI tools for ad creation, optimization, and analysis.

2. HBS Case Study Discussions:

○ "Facebook": Understanding Facebook’s strategies to improve advertiser success.

3. Hands-On Practice:

○ Participants will create AI-enhanced ads for international buyers.

4. Takeaway Kit:

○ Guides and tutorials for using AI tools effectively in Facebook Ads.

5. Expert Q&A Session:

○ Personalized advice for integrating AI into participants’ ad strategies.