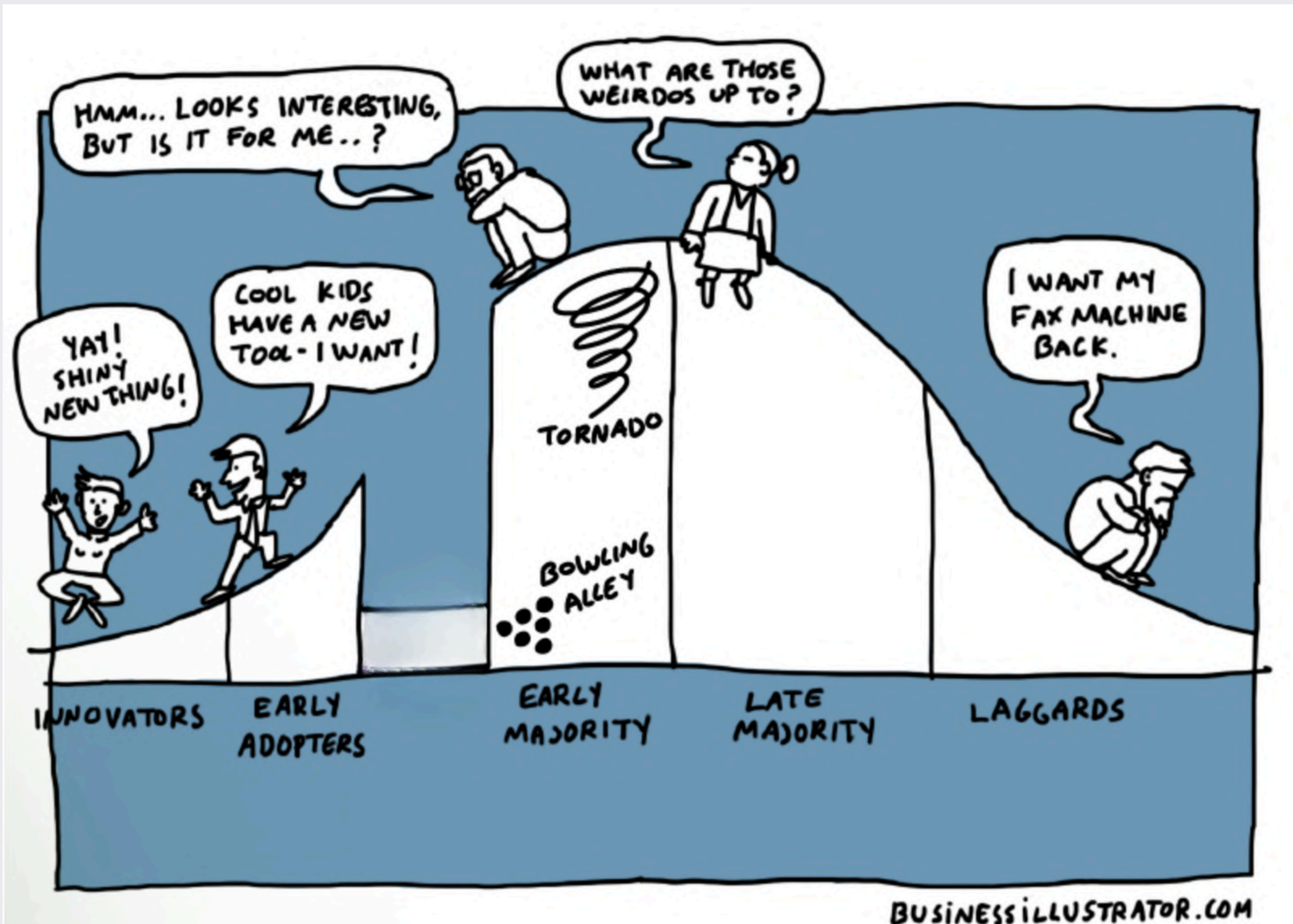


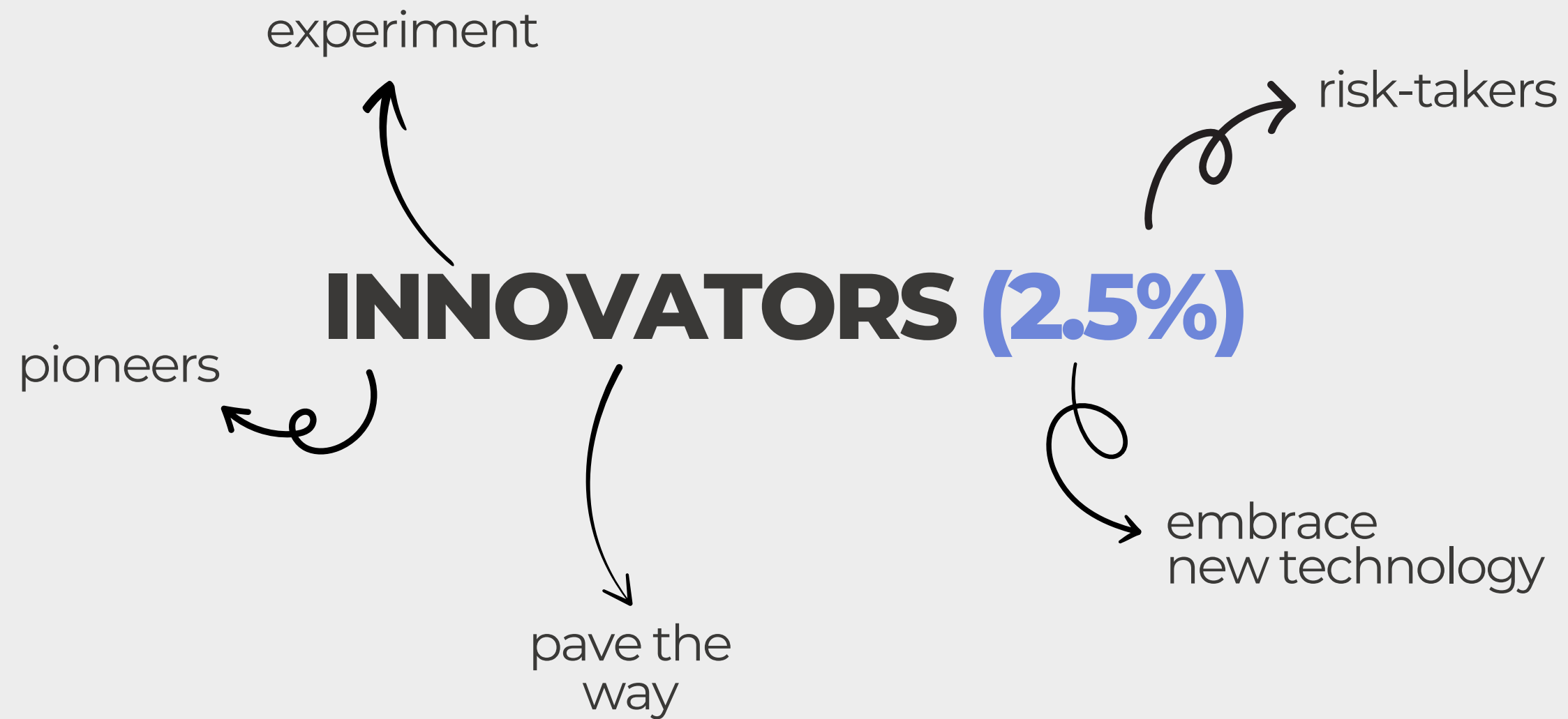


AI IN DIGITAL MARKETING



TECHNOLOGY ADOPTION LIFECYCLE.

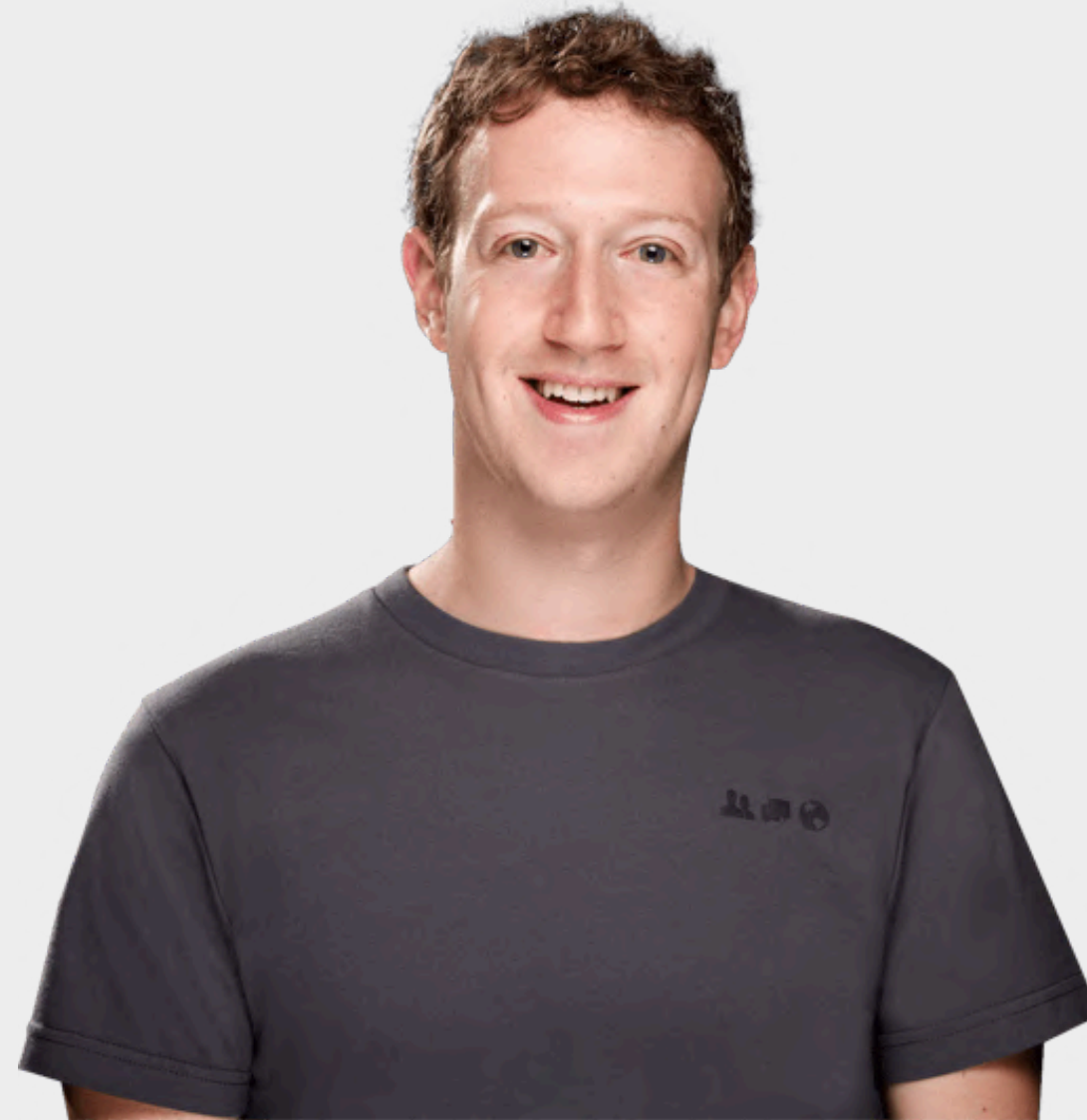




INNOVATORS



ELON MUSK
(NEURALINK/SPACE X)



MARK ZUCKERBERG
(FACEBOOK)



STEVE JOBS
(APPLE MACINTOSH)



EARLY ADOPTERS



TESLA OWNERS
BACK IN 2010



BUSINESSES USING
AI FOR MARKETING

NETFLIX

NETFLIX MOVING TO
STREAMING IN 2007



EARLY MAJORITY



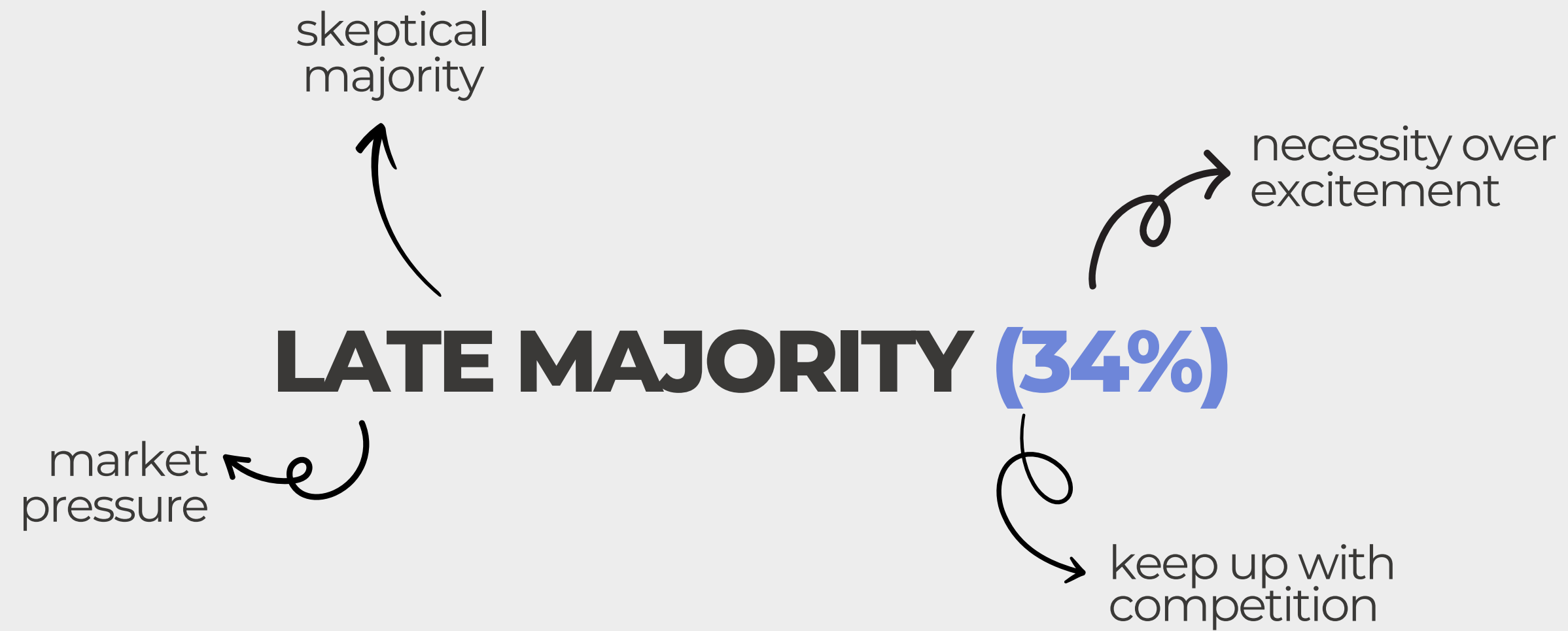
COMPANIES IMPLEMENTING
AI CHATBOTS



SMARTPHONE ADOPTION BY
GENERAL PUBLIC IN 2012



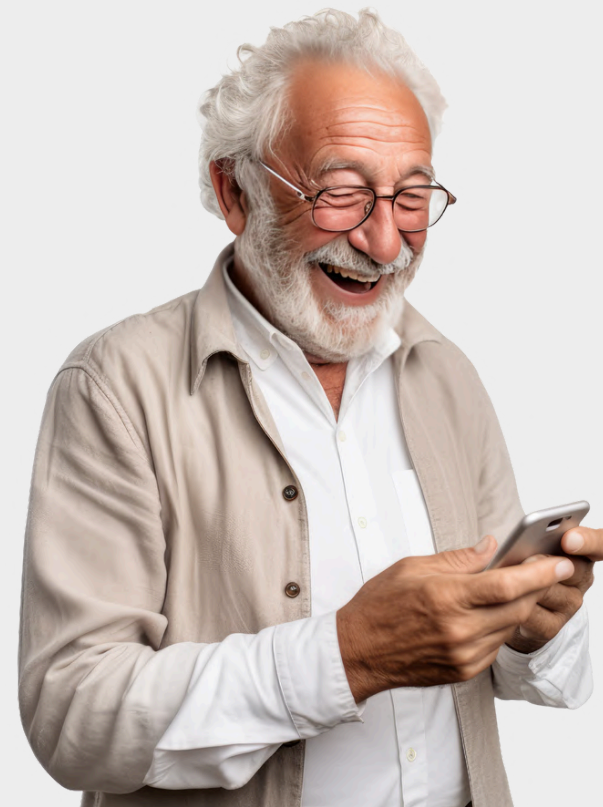
REMOTE WORK ADOPTION
AFTER COVID-19



LATE MAJORITY



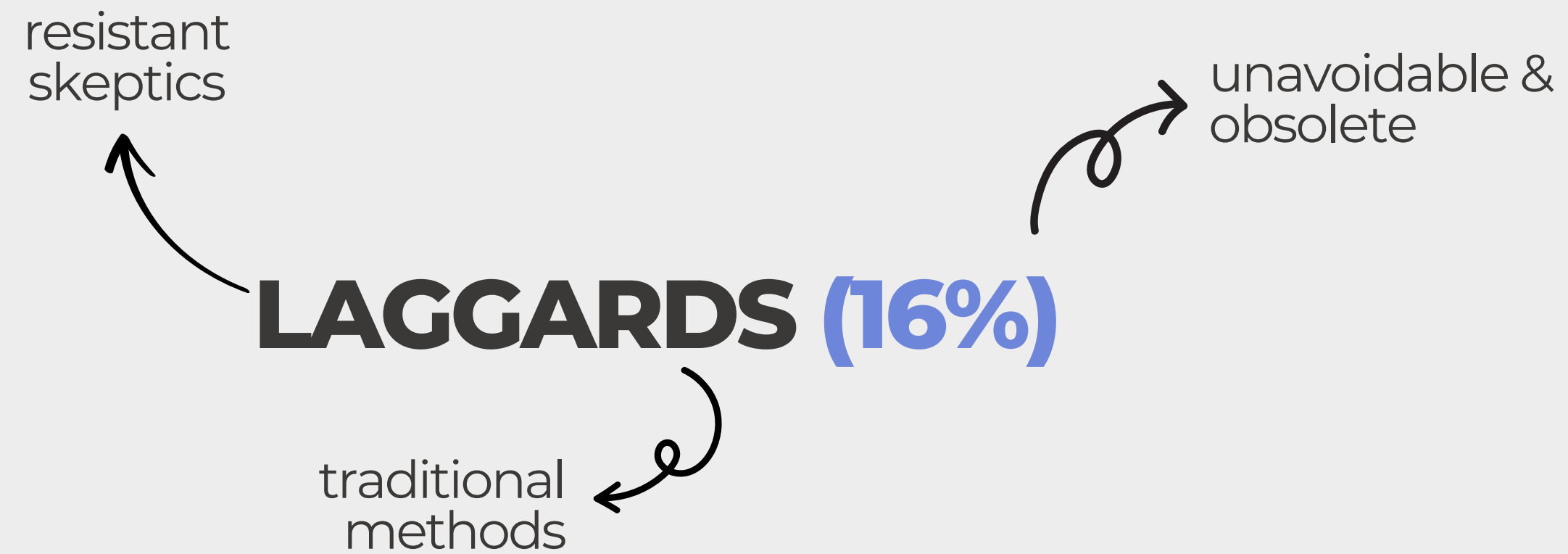
WALMART AND OTHER
BRICK-AND-MORTAR STORES



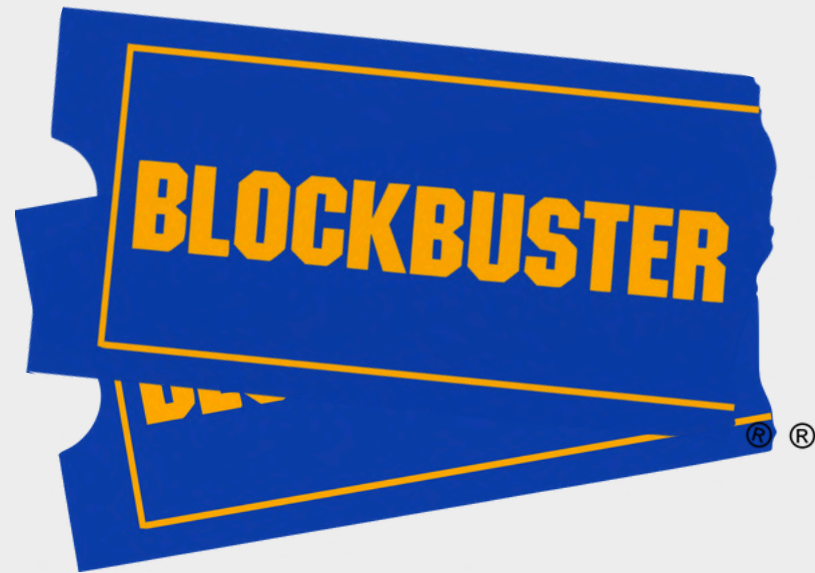
OLDER GENERATIONS ADOPTING
SMARTPHONES



BANKS INTRODUCING AI-
POWERED CUSTOMER SERVICE



LAGGARDS



BLOCKBUSTER REFUSING TO EMBRACE STREAMING



NEWSPAPERS CLINGING TO PRINT MEDIA



SMALL BUSINESSES USING PEN-AND-PAPER ACCOUNTING

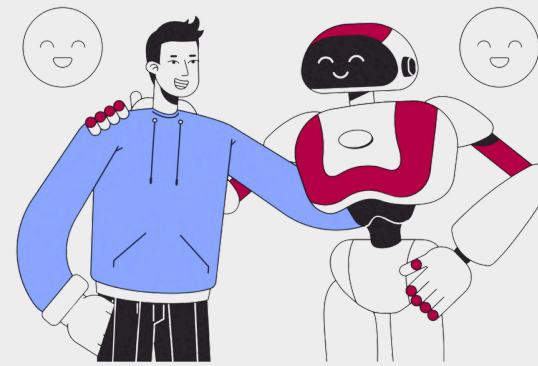
LIVE POLL QUESTION

**WHERE DO YOU THINK WE ARE
NOW IN TERMS OF
AI ADOPTION IN DIGITAL MARKETING?**

A. Innovators

B. Early Adopters

C. Early Majority



broader
acceptance of AI

EARLY MAJORITY

affordable

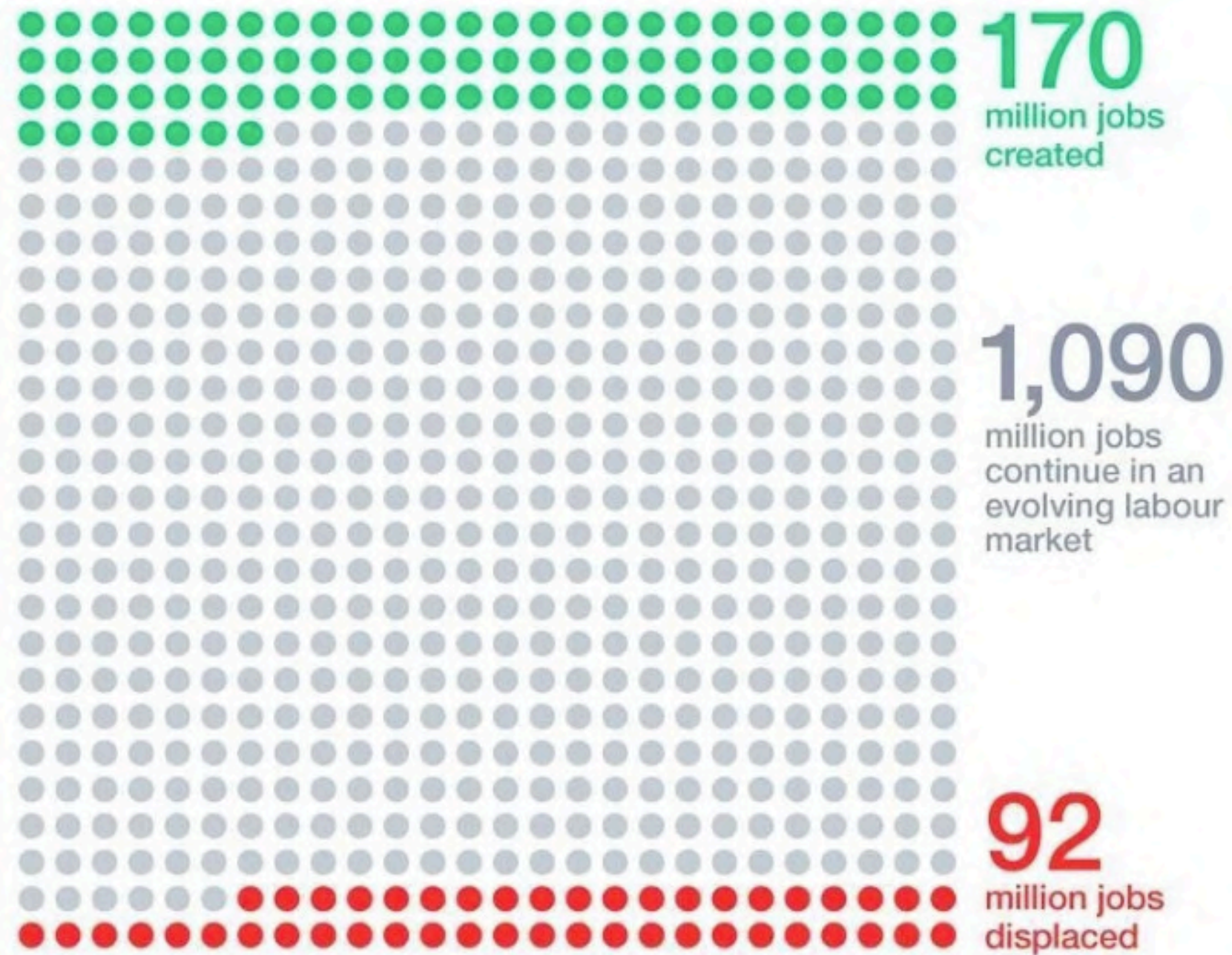
user-friendly

THE FUTURE OF JOBS AND THE ROLE OF AI.

Future of Jobs Report 2025

Total job growth and loss

WORLD
ECONOMIC
FORUM



Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.

- BY 2030, **92 MILLION JOBS WILL BE DISPLACED** DUE TO AI AND AUTOMATION.
- HOWEVER, **170 MILLION NEW JOBS WILL BE CREATED.**

THIS ISN'T JUST A CHALLENGE; IT'S AN OPPORTUNITY.

The key is to future-proof yourself by adopting AI and developing the skills to thrive in this evolving landscape.

Top 10 fastest growing skills by 2030

1.  AI and big data
2.  Networks and cybersecurity
3.  Technological literacy
4.  Creative thinking
5.  Resilience, flexibility and agility
6.  Curiosity and lifelong learning
7.  Leadership and social influence
8.  Talent management
9.  Analytical thinking
10.  Environmental stewardship

 Cognitive skills  Self-efficacy  Working with others  Management skills  Technology skills  Ethics

Note: The skills selected by surveyed organizations to be increasing most rapidly in importance by 2030.

Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.

- **CONTINUOUS LEARNING AND ADAPTABILITY WILL BE CRITICAL AS INDUSTRIES AND ROLES EVOLVE.**
- **AI ISN'T JUST REPLACING TASKS—IT'S ALSO CREATING ENTIRELY NEW POSSIBILITIES FOR THOSE WILLING TO EMBRACE IT.**

LIVE POLL QUESTION

WHAT'S YOUR CURRENT CAREER?

No matter your background, today's session is designed to provide practical knowledge and tools that you can start using immediately.

**HOW THIS
WORKSHOP CAME
TO LIFE?**

FIRST

**WE PICKED A
HOT TOPIC**

SECOND

**WE PARTNERED
WITH LAU**

THIRD

**CRAFTED AD COPY
AND LAUNCHED OUR
CAMPAIGN**

FORTH

**LANDING PAGE
FOR
REGISTRATIONS**

**THE ADS
THAT BROUGHT
YOU HERE**



Academy of Continuing Education



FREE AI DIGITAL MARKETING WORKSHOP

1. Hands-on AI training by industry experts.

2. Panel with Google & Microsoft on AI's future.

3. Certificate of attendance from LAU ACE.

In Collaboration with  Alumni Relations

🕒 10 AM - 1 PM

📍 Lebanese American University





Academy of Continuing Education



FREE AI DIGITAL MARKETING WORKSHOP

Saturday 08 Feb

LAU BEIRUT CAMPUS

10.00 am - 1:00 PM



Omar Kandil
CEO of Talentdu & OBCIDO Inc. Bestselling Author



Karim Kurdi
Creative Manager, OBCIDO Inc.



Sara Malvar
Senior Research Development Engineer, Microsoft



Hamza Rhibi

In Collaboration with  Alumni Relations

🕒 10 AM - 1 PM

📍 Lebanese American University

📅 February 8

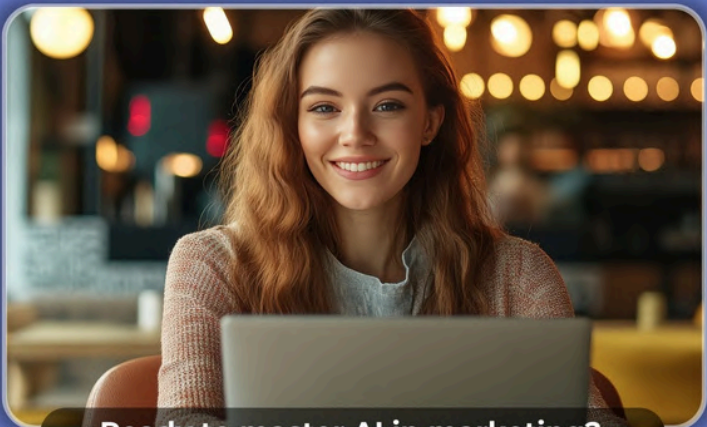


Academy of Continuing Education



FREE AI DIGITAL MARKETING WORKSHOP

In Collaboration with  Alumni Relations



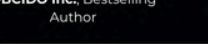
Ready to master AI in marketing?



📅 February 8



Academy of Continuing Education



FREE AI DIGITAL MARKETING WORKSHOP

1. Hands-on AI training by industry experts.

2. Panel with Google & Microsoft on AI's future.

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In Collaboration with  Alumni Relations

🕒 10 AM - 1 PM

📍 Lebanese American University

📅 February 8





Academy of Continuing Education



FREE AI DIGITAL MARKETING WORKSHOP



 Alumni Relations

🕒 10 AM - 1 PM

📍 Lebanese American University

📅 February 8

AI in Digital Marketing Workshop



LIVE POLL QUESTION

**HOW MUCH DO YOU THINK
WE PAID FOR ADS TO HAVE A
FULL ROOM TODAY?**



A. \$200

B. \$500

C. \$1,000





WE ONLY SPENT \$20!

Campaigns1 selected X

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

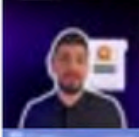
Edit

A/B test

More

Columns: Omar's Preset

Breakdown

	Off/On	Ad	Amount spent	Results	Cost per result	Impressions	Clicks (all)	CPC (cost per link click)
		 Static Ad 1	\$1.10	7 [2] Website leads	\$0.16 [2] Per lead	630	23	\$0.11
		 Static Ad 5	\$1.15	8 [2] Website leads	\$0.14 [2] Per lead	526	15	\$0.12
		 Static Ad 3	\$12.75	103 [2] Website leads	\$0.12 [2] Per lead	10,555	266	\$0.08
		 Static Ad 4	\$0.55	2 [2] Website leads	\$0.28 [2] Per lead	322	10	\$0.07
		 Video Ad 1	\$5.12	25 [2] Website leads	\$0.20 [2] Per lead	2,137	82	\$0.10
		 Static Ad 2	\$0.87	5 [2] Website leads	\$0.17 [2] Per lead	473	14	\$0.11
Results from 6 ads ⓘ			\$21.54 Total Spent	150 Website leads	\$0.14 Per lead	14,643 Total	410 Total	\$0.09 Per Action

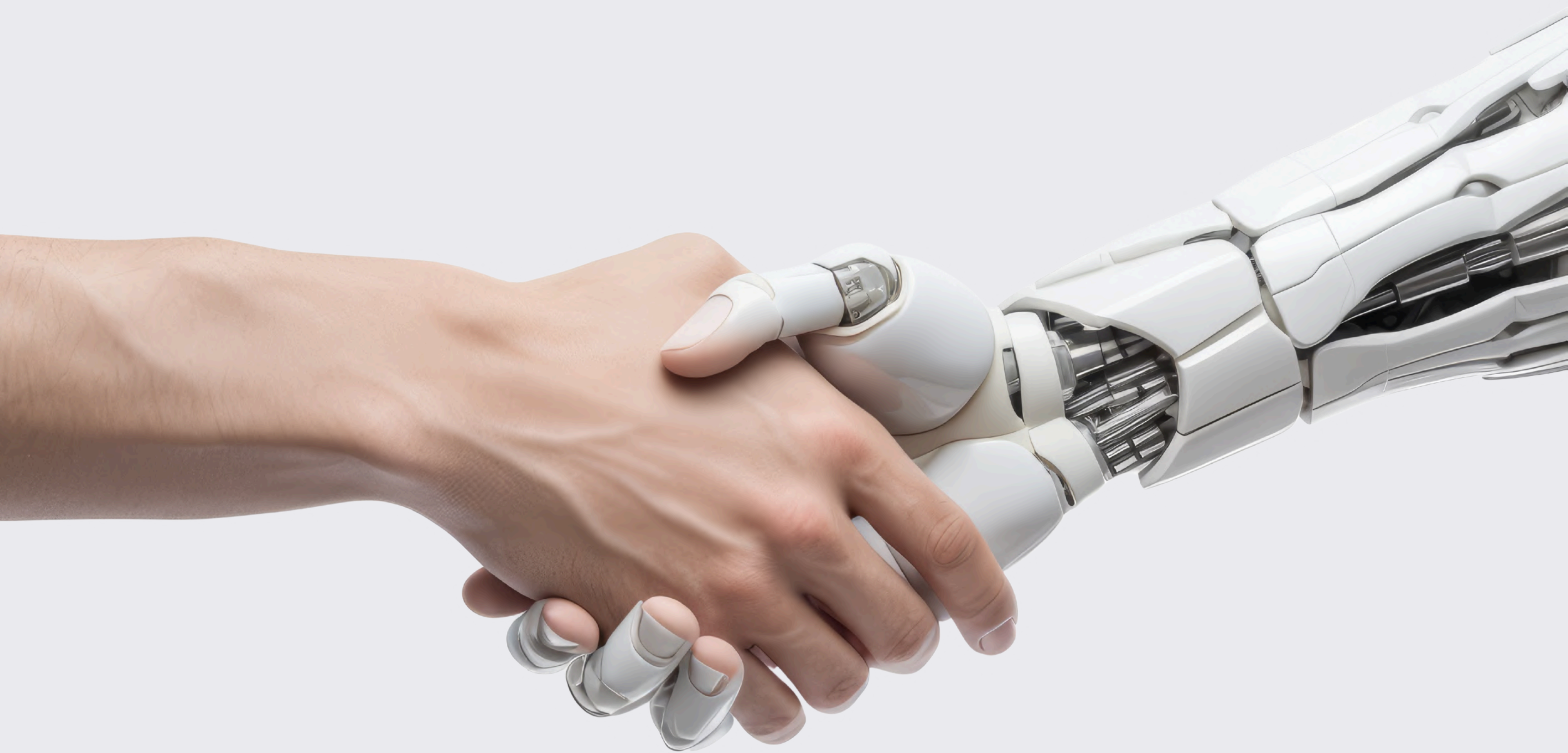
LIVE POLL QUESTION

**HOW DO YOU THINK THOSE
ADS WERE CREATED?**

A. Ai

B. Humans

C. Both



LIVE POLL QUESTION

**HOW LONG DO YOU THINK IT
TOOK TO CREATE THESE ADS?**

A. 1 to 3 hours

B. 3 to 6 hours

C. 1 to 2 days

1 TO 3 HOURS



**WHAT YOU'LL
LEARN TODAY**

CREATE WINNING ADS USING AI

TOOLS WE'LL BE USING

CHATGPT



FOR IDEATION AND
COPYWRITING

MIDJOURNEY



FOR IMAGE
GENERATION

CANVA



FOR AD
DESIGN

FACEBOOK ADS MANAGER



TO LAUNCH AND OPTIMIZE
YOUR CAMPAIGNS

**NOW, LET'S GET
STARTED**

CREATING EFFECTIVE AD COPY WITH AI (CHATGPT)

STEP 1: UNDERSTANDING AD COPY ELEMENTS

An ad typically consists of these four main elements:

- 1) Creative Copy:** The short, catchy text overlay on your visual.
- 2) Primary Text:** The body of the ad, which gives more details about the offer.
- 3) Headline:** A bold statement or callout that grabs attention.
- 4) Call-to-Action (CTA):** The button text or directive that encourages the audience to take action, such as 'Register Now' or 'Learn More.'

The image shows a Facebook advertisement for a "FREE AI DIGITAL MARKETING WORKSHOP". The ad is posted by "Talentdu" on January 18 at 09:05. The main text of the ad says: "Unlock the future of digital marketing with AI! Join us on February 8, 2025, at LAU for a free workshop featuring hands-on training, live demos, and expert insights from Google and Microsoft. Seats are limited—register now to secure your spot and earn your certificate from LAU ACE!". The ad features a blue background with the LAU (Lebanese American University) and Academy of Continuing Education logos at the top. Below the logos, the text "In Collaboration with LAU Alumni Relations" is displayed. The central visual is a woman with long brown hair smiling while sitting at a desk with a laptop. Overlaid on the bottom of this image is a dark blue banner with the text "Ready to master AI in marketing?". Below the image, there is a row of logos for Google, SEMRUSH, a sailboat icon, Meta, and Canva. At the bottom of the ad, there is a section with the time "10 AM - 1 PM", the location "Lebanese American University", and the date "February 8". The footer of the ad includes the website "TALENTDU.COM", the text "Free AI Digital Marketing Workshop: Limited Seats!", and a "Sign up" button.

**BEFORE USING CHATGPT, WE NEED TO DECIDE WHICH
COPYWRITING DIRECTION TO TAKE.**

HERE ARE SOME POPULAR STRATEGIES TO CHOOSE FROM

STEP 2: THE COPYWRITING DIRECTION

- 1) Benefits-Focused Copy:** Highlight what the audience gains *(e.g., 'Learn AI tools that save time and boost results')*.
- 2) Features-Focused Copy:** Emphasize the specifics of the product/service *(e.g., 'Free workshop, expert speakers, and a certificate')*.
- 3) Before and After:** Show transformation *(e.g., 'Struggling with marketing? Master AI tools in just 3 hours')*.
- 4) Testimonials:** Use social proof *(e.g., 'Join 500+ participants who learned with us')*.
- 5) Problem and Solution:** Address a pain point and solve it *(e.g., 'Marketing feels overwhelming? Learn how AI makes it simple')*.
- 6) Statistics:** Use data to validate your offering *(e.g., '75% of marketers already use AI—are you one of them?')*.
- 7) Founder's Story:** Add a personal touch *(e.g., 'As a CEO and bestselling author, I've seen how AI changes the game')*.
- 8) 3 Reasons Why:** List reasons to take action *(e.g., 'Free, practical, and certified—don't miss out!')*.

CREATING EFFECTIVE AD COPY WITH AI (CHATGPT)

SAY NO
TO BLOATING

LIONS MANE

Focus

CORDYCEPS

Natural energy

KING TRUMPET

Anti-inflammatory

TURKEY TAIL

Digestion

REISHI

Stress relief

SHIITAKE

Immune support

RYZE

MUSHROOM COFFEE

TRY IT

RYZE

Benefits

Renault CAPTUR

Benefits up to ₹2 lakh* on select variants.

FIRST-IN-CLASS
ERGODESIGN LEATHER SEATS*

FIRST-IN-CLASS
FASHION INSPIRED DUAL TONE
ROOF STYLING

FIRST-IN-CLASS
INFINITY INSTRUMENT CLUSTER

CAPTUR vs Competition

The CAPTUR is much nicer to drive and
a lot more sure-footed in comparison.

WHATCAR?

In the final analysis, It's the CAPTUR that
just comes across as most tempting.

AUTOCAR



For further details, visit [renault.co.in](https://www.renault.co.in)

NEW AGE DESIGN

1st RANK

SPARKLE FULL LED
HEADLAMPS

1st RANK

FLOATING
INDICATORS

BEST-IN-CLASS

210 mm GROUND
CLEARANCE

1st RANK

R17 CRYSTAL
CUT ALLOYS

1st RANK

ELECTRONIC STABILITY
CONTROL

1st RANK

SMART ACCESS
CARD

STARTING AT
₹9.99 lakh*

TO KNOW MORE, SMS 'CAPTUR' TO 533030 OR DIAL 1800 300 44444

Terms and conditions apply. For details, please visit www.renault.co.in. *₹9.99 lakh is the price of CAPTUR RXE Petrol Variant. Features, equipment and accessories shown may not be the part of the standard fitment and will vary across versions. Colour options will vary based on the variant of the car. *Cash benefit of ₹1,20,000 on RXE Petrol, RXE Diesel variants. Cash benefit of ₹2,00,000 on RXL Diesel variants. Cash benefit of ₹1,70,000 on RXT Diesel Dual Tone, RXT Diesel Dual Tone and Platine Diesel Dual Tone variants. All benefits applicable only to versions of 2018 year of manufacturing. Additional Corporate bonus of ₹5,000, is available for Renault approved list of corporate and PSUs. Exchange at the sole discretion of Renault Selection. *Composite leather seats. This disclaimer informs viewers that the views, thoughts and opinions expressed in the advertisement are those of the journalist.

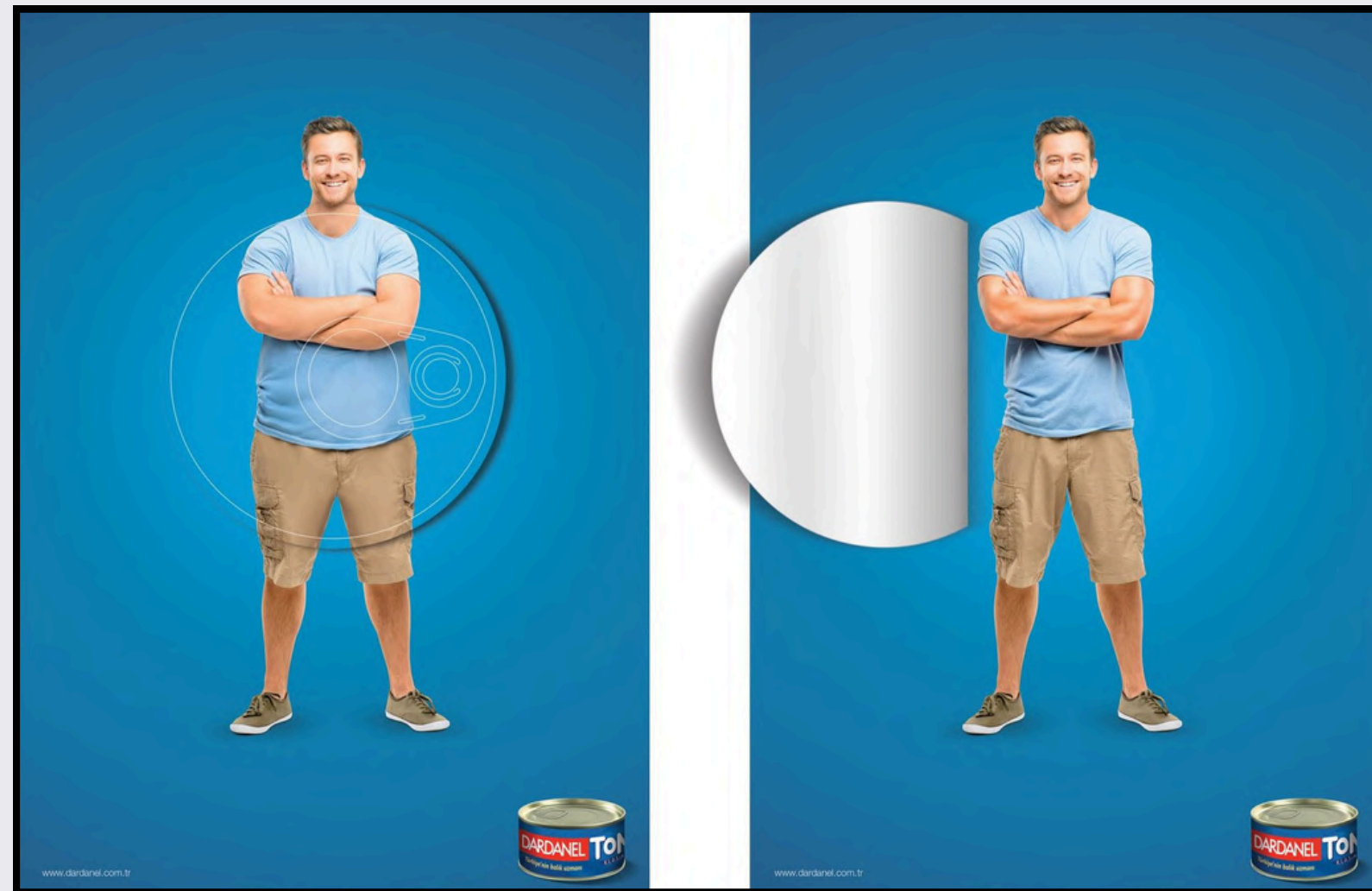
SHOWROOMS: KARNATAKA: BENGALURU: RENAULT Mysore Road Mob: +91 8527240549, RENAULT Palace Orchards Mob: +91 8527240717, RENAULT Silk Board Mob: +91 8527240654, RENAULT Whitefield Mob: +91 8527240685, RENAULT JP Nagar Mob: +91 8527240626, RENAULT Yelahanka Mob: +91 8527234592, RENAULT Kalyan Nagar Mob: +91 8527236137, RENAULT Sarjapur Mob: +91 8448481374. TUMKUR: RENAULT Tumkur Mob: +91 8527234251.

Features

AI in Digital Marketing Workshop

talentdu

CREATING EFFECTIVE AD COPY WITH AI (CHATGPT)



Before & After



Testimonials



Problem & Solution



Statistics



Founder's Story



X Reasons Why

PRO TIP:
**USE MULTIPLE DIRECTIONS TO TEST WHICH ONE
RESONATES BEST WITH YOUR AUDIENCE.**

STEP 3: USING CHATGPT TO GENERATE AD COPY

💡 **Use this prompt in ChatGPT to generate ad copy for your campaign:**

I'm launching a Facebook ad and need your help creating compelling ad copy.
Here's the brief:

- 📌 Product/Service: [Insert product/service name]
- 📌 Details: [Briefly describe key details, unique selling points, and benefits]
- 📌 Target Audience: [Describe who the ad is for: e.g., working professionals, small business owners, marketers, students]
- 📌 Copywriting Direction: [Choose one: Focus on benefits, features, problem/solution, statistics, emotional appeal, etc.]

🎯 Generate the following elements for my ad:

- ✅ Creative Copy – Engaging short text that appears on the ad image.
- ✅ Primary Text for Meta ads (125 characters max).
- ✅ Headline Text for Meta ads (40 characters max).
- ✅ CTA (Call-to-Action)

STEP 3: USING CHATGPT TO GENERATE AD COPY

Example Prompt:

I'm launching a Facebook ad and need your help creating a copy for it. Here's what I need:

📌 **Product/Service:** Free AI in Digital Marketing Workshop at LAU

📌 **Details:** It's free, includes a certificate of attendance from LAU ACE, features practical training, and includes speakers from Google and Microsoft.

📌 **Target Audience:** Working professionals, small business owners, and digital marketers.

📌 **Copywriting Direction:** Focus on benefits.

🎯 Generate the following elements for my ad:

- ✅ Creative Copy – Engaging short text that appears on the ad image.
- ✅ Primary Text for Meta ads (125 characters max).
- ✅ Headline Text for Meta ads (40 characters max).
- ✅ CTA (Call-to-Action)

**BUT SOMETIMES,
AI DOESN'T GET IT PERFECT ON THE FIRST TRY,
AND THAT'S WHERE HUMAN INTERVENTION COMES IN.**

CREATING EFFECTIVE AD COPY WITH AI (CHATGPT)

AI gives us a great starting point, but it still needs a human touch to refine tone, clarity, and alignment with your goals.

HERE'S HOW WE IMPROVE IT:

Read through the generated copy and check if it aligns with your strategy.

Tweak for tone: Does it feel engaging and relatable?

TEST MULTIPLE DIRECTIONS: LET'S CREATE 3 VARIATIONS OF THE COPY:

- 1) One focused on benefits.
- 2) One focused on features.
- 3) One using statistics.

PRO TIPS FOR BETTER PROMPTS

TO GET THE BEST RESULTS FROM CHATGPT, HERE ARE A FEW PRO TIPS:

- Be specific in your prompt. Tell ChatGPT **exactly what you need, who your audience is, and what tone to use.**
- Experiment with **different directions** to see what works best.
- Use prompts like:
 - **'Write 3 variations of ad copy focusing on benefits.'**
 - **'Create ad copy for small business owners using a problem-solution approach.'**

REMEMBER, **AI IS A TOOL, NOT A REPLACEMENT.**

YOU STILL NEED TO GUIDE IT WITH YOUR EXPERTISE.

FROM COPY TO DESIGN: AI-GENERATED VISUALS & CANVA FOR AD CREATION

STEP 1: TRANSITION TO VISUAL DESIGN

Great visuals are what **grab attention** and stop the scroll, and with AI tools like **MidJourney**, creating stunning visuals is now easier and faster than ever before.

We will now demonstrate how to generate visuals using MidJourney and then refine them in Canva to create a professional, polished ad.

FROM COPY TO DESIGN: AI-GENERATED VISUALS & CANVA FOR AD CREATION



MIDJOURNEY TUTORIAL

DIFFERENT TYPES/ TIPS OF IMAGE PROMPTING



SIMPLE PROMPT

a Dog



DESCRIPTIVE PROMPT

A dog chasing a frisbee while running in a field. Realistic. Wide angle shot.



LENGTHY PROMPT

A Labradoodle dog chasing a frisbee while running in a field that's surrounded by happy people. Make it look realistic. Generate the image as if it was taken with a wide-angle lens..

DIFFERENT TYPES/ TIPS OF IMAGE PROMPTING (ASPECT RATIO)



A Labradoodle dog chasing a frisbee while running in a field that's surrounded by happy people. Make it look realistic.
Generate the image as if it was taken with a wide-angle lens. **--ar 2:3**



A Labradoodle dog chasing a frisbee while running in a field that's surrounded by happy people. Make it look realistic.
Generate the image as if it was taken with a wide-angle lens. **--ar 4:7**



A Labradoodle dog chasing a frisbee while running in a field that's surrounded by happy people. Make it look realistic.
Generate the image as if it was taken with a wide-angle lens. **--ar 16:9**

STEP 2: LIVE DEMONSTRATION OF MIDJOURNEY

HERE'S HOW IT WORKS:

1) I'll input a prompt into MidJourney that describes what we need.

Example prompt:

1. 'A professional, modern workshop setting with people learning AI tools, bright colors, trending on social media ultra-HD, cinematic lighting, 4K'

2. 'A young man holding his laptop wearing a beige jacket and white t-shirt. white background, in dslr quality'

3. 'A beautiful young woman with long wavy brown hair, sitting in a cozy modern café, using a laptop. She has a warm smile and is wearing a light-colored blouse with a soft cardigan. The café has warm ambient lighting with blurred glowing lights in the background, featuring stylish décor, wooden tables, and colorful chairs. The scene is inviting and vibrant, with a shallow depth of field focusing on the woman while keeping the background slightly blurred. Photorealistic, ultra-HD, cinematic lighting, 4K'

2) MidJourney will process the request and generate several image options.

MIDJOURNEY OUTPUT FOR TODAY'S WORKSHOP



a young man holding his laptop wearing a beige jacket and white t-shirt. white background, in dslr quality



A beautiful young woman with long wavy brown hair, sitting in a cozy café, using a laptop. She has a warm smile and is wearing a light-colored blouse with a soft cardigan. The café has warm ambient lighting with blurred glowing lights in the background. The scene is inviting and vibrant, with a shallow depth of field focusing on the woman while keeping the background slightly blurred. Photorealistic, ultra-HD, cinematic lighting, 4K --ar 16:9

STEP 3: AD DESIGN IN CANVA

Now that we have our AI-generated visual, let's bring it into **Canva** to create the final ad.
Here's what we'll do in Canva:

1. **Set Ad Dimensions:** Ensure the design fits the format for Meta ads (e.g., 1080x1080 for feed, 1080x1920 for stories).
2. **Add Ad Copy:**
 - Place the creative copy on the image.
 - Choose a font style and size that **aligns with your branding**.
3. **Refine the Design:**
 - Add branding elements like logos, colors, and consistent typography.
 - Use Canva's templates to enhance the layout if needed.

Export the Final Ad: Save the design in the correct format for Meta Ads Manager.

CANVA TUTORIAL

FROM COPY TO DESIGN: AI-GENERATED VISUALS & CANVA FOR AD CREATION

CANVA OUTPUT



PRO TIPS FOR VISUALS

- 1) Keep it Simple:** Don't overcrowd the design. Focus on one key message.
- 2) Align with Your Brand:** Use consistent colors, fonts, and logos.
- 3) Highlight the Offer:** Make sure the most important details—like 'Free Workshop'—are prominent.
- 4) Test Variations:** Create multiple designs and test them to see which one performs better.

SETTING UP AND LAUNCHING ADS IN META ADS MANAGER

STEP 1: CAMPAIGN SETUP IN META ADS MANAGER

Now that we have our copy and visuals ready, it's time to bring everything together by setting up and launching our ad campaign in Meta Ads Manager.



1) Campaign Level:

Define the campaign objective.

For this workshop, the goal was 'Leads' to drive sign-ups.

2) Ad Set Level:

Create multiple ad sets to test different audience groups.

Examples:

Audience 1: Digital marketers and small business owners.

Audience 2: Students and university graduates.

3) Ad Level:

Upload the visuals and copy we created.

Ensure the creative copy, primary text, headline, and CTA are properly aligned with the visuals.

STEP 2: LEVERAGING META'S AI FEATURES

1. **Enhancements:**

- Use AI to enhance visuals and adjust brightness, contrast, or cropping directly in the Ads Manager.
- This ensures our ad is optimized for different placements like Stories, Feed, or Reels.

2. **Copy Generation:**

- Meta can automatically generate alternative versions of your ad copy to test different messages.
- This helps identify which version resonates best with your audience.

3. **Advantage+ Placement and Targeting:**

- Let Meta's AI determine the best ad placements across Facebook, Instagram, Messenger, and Audience Network.
- Use AI-driven targeting to automatically optimize for the audience segments most likely to take action.

BY LEVERAGING THESE TOOLS, YOU CAN MAXIMIZE RESULTS WITH MINIMAL EFFORT.

STEP 3: TESTING AND OPTIMIZATION

Once the campaign is live, **the work doesn't stop there!** Testing and optimization are key to a **successful campaign**.

1) Monitor Performance Metrics:

Keep an eye on metrics like click-through rate (CTR), cost per lead (CPL), and engagement rate.

2) A/B Testing:

Test different ad sets and visuals to identify what works best.

Example: Compare a benefits-focused ad copy with a statistics-focused one.

3) Adjust Budgets:

Meta's AI will suggest where to allocate more budget for higher-performing ad sets.

SETTING UP AND LAUNCHING ADS IN META ADS MANAGER

STEP 4: LAUNCH THE CAMPAIGN

Campaigns1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

A/B test

More

Columns: Omar's Preset

Breakdown

	Off/On	Ad	Amount spent	Results	Cost per result	Impressions	Clicks (all)	CPC (cost per link click)
	☒	 Static Ad 1	\$1.10	7 Website leads	\$0.16 Per lead	630	23	\$0.11
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	☒	 Static Ad 2	\$0.87	5 Website leads	\$0.17 Per lead	473	14	\$0.11
		Results from 6 ads	\$21.54 Total Spent	150 Website leads	\$0.14 Per lead	14,643 Total	410 Total	\$0.09 Per Action

STEP 5: KEY TAKEAWAYS FOR CAMPAIGN SUCCESS

- 1) Keep Your Objective Clear:** Align every element—copy, visuals, and targeting—with your goal.
- 2) Leverage AI Tools:** Use Meta's AI features for efficiency and optimization.
- 3) Always Test:** Test different audience segments, ad formats, and copy variations.
- 4) Review and Adjust:** Continuously monitor performance and make adjustments as needed.

AI CAN'T REPLACE COFFEE...
YET.

**TAKE A BREAK,
GRAB A CUP!** 