

## Skills Boost: Get the most from digital ads

Do you want to know how to get the most from digital ads, especially with low or no budget? Do you struggle with targeted promotion, and do not understand how (and if!) it actually works?

[News](#), [Strategic Communications](#)

Join us on June 12 and June 26 for our Skills Boost sessions designed for LGBTI activists who want to learn more about digital ads and how to use them more strategically. We have invited a digital marketing expert who specialises in nonprofits and activism, to cover:

- Various channels for paid digital ads – what are their strengths and weaknesses and how to decide where to go.
- Focus on Meta ads (Facebook & Instagram): how they work, and how to get the best out of them.
- The best low-budget campaigns. What to do and where to start.
- What are the zero budget options?
- What to do if your ads are constantly rejected (for example for being 'political').

At the end of the first session, the participants will receive an assignment. Everyone who completes the assignment will get individual feedback at the second session, on June 26 at 12:00 CEST.

- Register here to join the session on June 26th (the session lasts 90 minutes).

### Assignment for the second session

Fill out this [template one-page plan for a Lead Campaign](#) (which includes an example to give you an idea that it does not have to be super detailed or take you too much time!) and send to [sho@ilga-europe.org](mailto:sho@ilga-europe.org) **before 10am Monday 24th June**. There will be more time for questions, discussions and peer-learning, so join us even if you are not doing "homework".

**Did you miss this session? Find the recording and some additional materials to look at below!**

You might want to check other comms resources by ILGA Europe:

- Digital advertising for LGBTI activists: What we learned at the latest ILGA-Europe Skills Boost (ILGA-Europe blog post):  
<https://www.ilga-europe.org/blog/digital-advertising-for-lgbti-activists-what-we-learned-at-the-latest-ilga-europe-skills-boost/>
- From numbers to stories: How LGBTI activists can use data visualization (Ilga-europe blog post):  
<https://www.ilga-europe.org/blog/lgbti-activists-data-visualisation/>
- ILGA-Europe Guide to Meta Ads (written and designed by Jean O'Brien of Digital Charity Lab: WHY EXACTLY WE DID NOT PUBLISH IT YET as an open source?

Do you struggle with some specific communications challenge, and do not know where to start? Reach out to us, we might be able to help! Contact [svetlana@ilga-europe.org](mailto:svetlana@ilga-europe.org)