

A smiling man with dark hair and a beard, wearing a light blue button-down shirt, is the central figure. He is positioned in front of a blurred background of a modern building with large windows. Overlaid on the right side of the image are three blue, shield-shaped icons with white outlines. The top icon contains a white lowercase 'f', representing the Facebook logo. The middle icon contains a white thumbs-up gesture, representing a 'like' or 'share'. The bottom icon contains a white circuit board pattern, representing technology or digital marketing. A blue banner with a white border is positioned at the bottom of the image, containing the text 'Getting Started with Facebook Advertising Essentials' in white, sans-serif font.

*Getting Started with Facebook  
Advertising Essentials*

# Advertising Essentials

**Xiaolong Qi**



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