

Advanced Meta & Google Ads: Performance Marketing Mastery

Plan, launch, and optimize high-performing paid campaigns across Meta and Google Ads with real budget management skills.

Level: Intermediate Duration: 7 weeks, 5-7 hrs/week Language: English

Curriculum

1. Performance Marketing Foundations

- The Full-Funnel Mindset 16 min
- Setting Goals and Budgets 18 min

2. Meta Ads Deep Dive

- Campaign Structure and the Meta Pixel 24 min
- Audience Targeting and Lookalikes 26 min
- Creative Strategy for Meta Ads 22 min
- Retargeting Campaigns That Convert 20 min

3. Google Ads Deep Dive

- Search Campaigns and Keyword Match Types 26 min
- Performance Max Campaigns 24 min
- Writing High-CTR Ad Copy 18 min

4. Budgeting & Bidding Strategy

- Choosing the Right Bid Strategy 20 min
- Allocating Budget Across Platforms 18 min

5. Analytics & Optimization

- Reading Performance Metrics That Matter 22 min
- A/B Testing Ad Creative 20 min
- Diagnosing and Fixing Underperformance 24 min

6. Reporting & Client Communication

- Building Client-Ready Reports 16 min
- Presenting Results and Next Steps 14 min

Pricing

Self-Paced One-time payment, lifetime access	Rs 38,999 (was Rs 69,000)
Live Sessions One-time payment, includes live cohort access	Rs 94,999 (was Rs 173,000)
1-on-1 Per engagement, scheduled with your mentor	Rs 250,999 (was Rs 454,000)