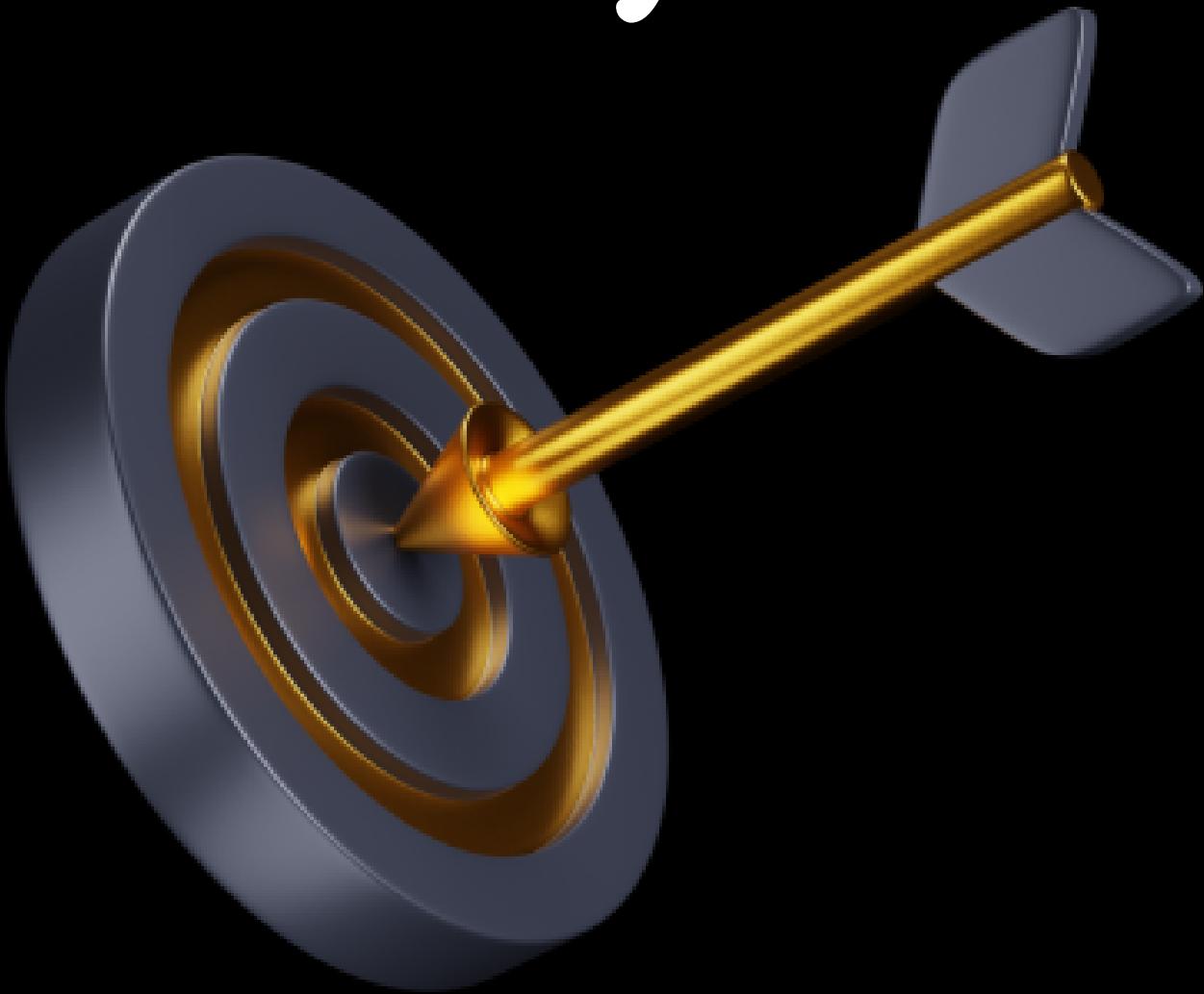


Performance Marketing Mastery



Duration

02 Months



Course Modules

Introduction to Performance Marketing & Fundamentals

Marketing Channels & Ad Networks

Introduction to Customer Psychology & Buyer Personas

Market Research & Competitor Analysis

Google Ads Mastery

Meta Ads Mastery

LinkedIn Ads Mastery

TikTok Ads Mastery

Snapchat Ads Mastery

CRO, Server Side Tagging and Performance Reporting

Module: 01

Introduction to Performance Marketing & Fundamentals

Understanding Performance Marketing



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- What is Performance Marketing?
 - Difference Between Traditional & Performance Marketing
 - Performance Marketing Funnel & User Journey
 - Key Metrics & KPIs in Performance Marketing

Module: 02

Marketing Channels & Ad Networks



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- Paid Search (Google Ads, Bing Ads)
 - Paid Social (Facebook, Instagram, LinkedIn, Twitter, TikTok Ads)
 - Programmatic Advertising & Display Networks
 - Native Advertising

Module: 03

Introduction to Customer Psychology & Buyer Personas



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- Understanding Consumer Behavior & Purchase Intent
 - Creating Buyer Personas for Performance Marketing
 - Psychological Triggers for Ad Copy & Creatives
 - Mastering Video & Static Creatives

Module: 04

Market Research & Competitor Analysis

- Keyword Research for Performance Marketing
- Competitive Analysis with SEMrush, Ahrefs, and Spy Tools
- Identifying Market Trends & Opportunities

Module: 05

Google Ads Mastery



Module 1 : Introduction to Google Ads

- Overview of Online Advertising
- Introduction to PPC Advertising
- Understanding Google Ads Platform
- Setting Up a Google Ads Account

Module 2 : Campaign Fundamentals

- Structuring Campaigns and Ad Groups
- Understanding Campaign Types
(Search, Display, Video, Shopping)
- Setting Budgets and Bids
- Keyword Research and Selection
- Writing Effective Ad Copy

Module 3 : Advanced Campaign Strategies

- Utilizing Dynamic Keyword Insertion
- Implementing Ad Extensions
- Geo-Targeting and Audience Segmentation
- Remarketing Strategies
- A/B Testing and Ad Variations

Module 4 : Optimization Techniques

- Quality Score and Its Impact
- Conversion Tracking Setup
- Leveraging Google Analytics Integration
- Bid Adjustment Strategies
- Performance Analysis and Reporting

Module 5 : Specialized Campaigns

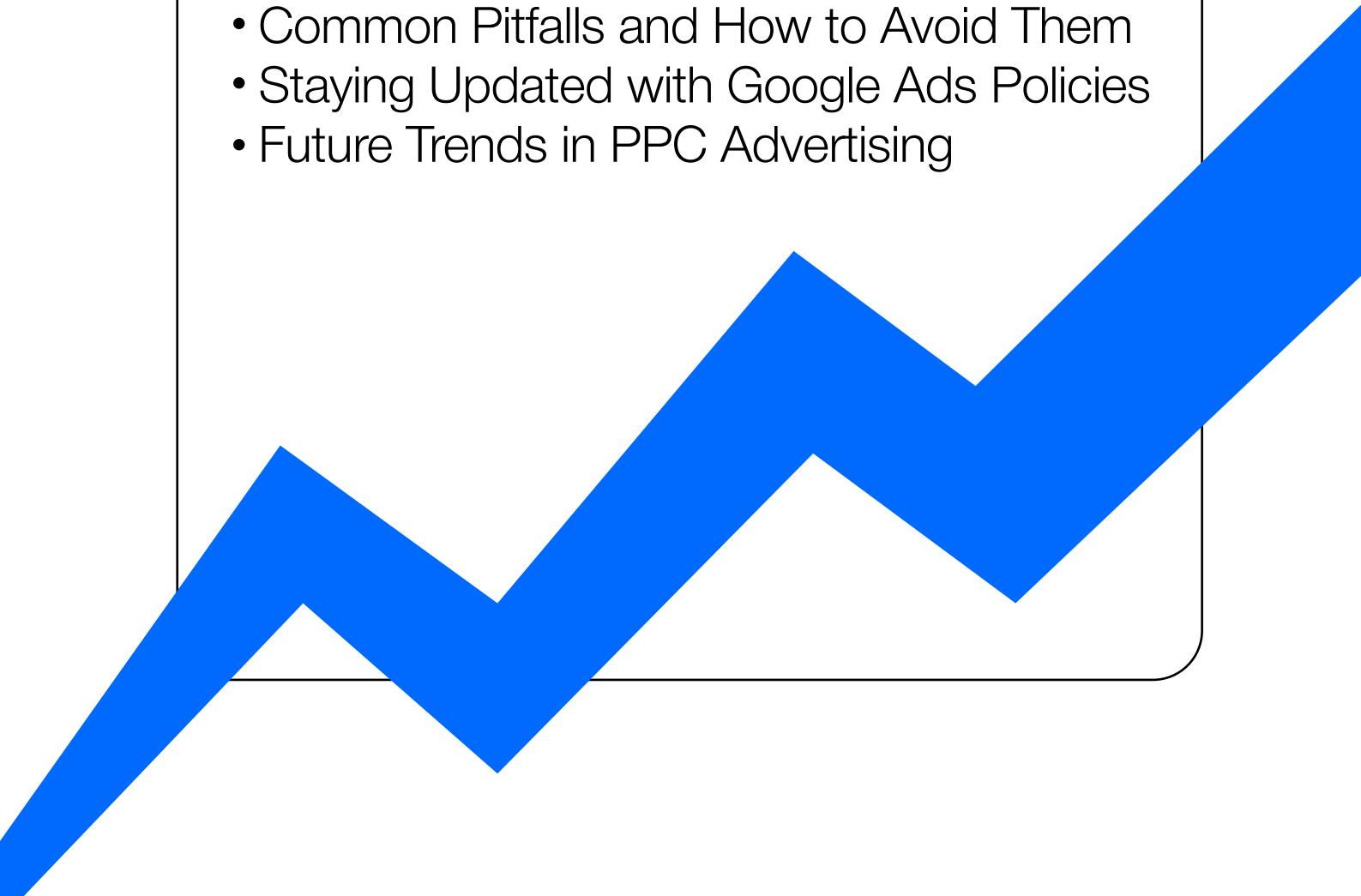
- Display Network Campaigns
- Video Campaigns (Introduction to YouTube Advertising)
- Shopping Campaigns

Module 6 : Advanced Tools and Features

- Automated Bidding Strategies
- Customizing Reports and Dashboards
- Introduction to Smart Campaigns and Performance Max
- Google Analytics

Module 7 : Case Studies and Best Practices

- Analyzing Successful Google Ads Campaigns
- Common Pitfalls and How to Avoid Them
- Staying Updated with Google Ads Policies
- Future Trends in PPC Advertising



Module: 06

Meta Ads Mastery



Module 1 : **Introduction to Meta Ads**

- Overview of Meta Advertising Platforms
- Setting Up Business Accounts
- Navigating Meta Ads Manager

Module 2 : **Campaign Objectives and Planning**

- Defining Marketing Goals
- Selecting Campaign Objectives
- Budgeting and Scheduling
- ABO vs CBO
- Meta Advanced + Budget

Module 3 : Audience Targeting

- Core Audiences : Demographics, interests, and behaviors
- Custom Audiences
- Lookalike Audiences
- Meta Advanced + Audience

Module 4 : Ad Formats and Creative Development

- Ad Formats
- Crafting Compelling Ad Copy and Visuals
- Meta Advanced + Budget

Module 5 : Ad Placement and Delivery

- Automatic vs. Manual Placements
- Optimization for Ad Delivery
- Understanding the Meta Ad Auction
- Understanding the Meta Ad Reservations
- Meta Advanced + Placements

Module 6 : **Performance Tracking and Analytics**

- Key Performance Indicators (CTR, CPC, CPA, ROI and ROAS)
- Using Ads Manager Reporting Tools

Module 7 : **Advanced Strategies**

- Funnel-Based Advertising (Structuring campaigns for awareness, consideration, and conversion)
- Conversion tracking/Meta Pixels and conversion API
- Dynamic Ads and Catalog Sales
- Advanced Retargeting Techniques (Re-Engaging)

Module 8 : **Compliance and Best Practices**

- Meta Advertising Policies
- Ethical Advertising Practices (Promoting transparency and trust with audiences)

Module: 07

LinkedIn Ads Mastery



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- Create a LinkedIn Ad Account
 - Audience/Persona Targeting
 - Ad Copies & Creative (Image & Videos) - Best Practices
 - LinkedIn Conversation Ads (Inmail Ads)
 - LinkedIn Display Ads
 - LinkedIn Ad Formats & Audience Targeting
 - LinkedIn Lead Gen Forms & Sponsored Content
 - Creating custom audiences
 - Conversion Tracking
 - Optimization techniques
 - B2B Performance Marketing Strategies

Module: 08

TikTok Ads Mastery



Module 1 : Introduction to TikTok Advertising

- Overview of the platform and its audience demographics.
- Understanding TikTok's Algorithm - Trends and content discoverability.

Types of TikTok Ads :

In-Feed Ads

TopView Ads

Branded Content (Hashtag Challenges, Branded Effects)

Spark Ads

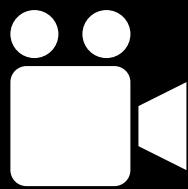
Carousel Ads

Module 2 : Set Up on the Platform

- Creating a TikTok Business Account
- TikTok Ads Manager Overview
- Awareness vs. Consideration vs. Conversion objectives.

Module 3 : TikTok Ad Creation Basics

- Ad Formats Deep Dive
- Creative Strategy for TikTok - Engaging ad creatives & Writing
- compelling ad copy.



Video Production Tips

Tools for creating and editing TikTok videos.

Best practices for lighting, framing, and editing.

UGC for authenticity and higher engagement.

Module 4 : Advanced Campaign Strategies

- Targeting Options on TikTok Ads
- Budgeting and Bidding Strategies

Module 5 : TikTok Analytics

- Understanding TikTok Ad Metrics
- Optimizing Campaigns Using Data
- Using Pixel and Events Tracking

Module 6 : Scaling Campaigns

- Strategies for Scaling TikTok Ads
- Collaborations and Influencer Marketing
- Seasonal and Trend-Based Campaigns

Module 7 : Advanced Retargeting and Remarketing

- Retargeting Strategies
- Lookalike Audiences
- Dynamic Ads on TikTok

Module: 09

Snapchat Ads Mastery



Module 1 : **Introduction to snapchat advertising**

Overview of Snapchat as a platform
Understanding Snapchat's user demographics
Benefits of advertising on Snapchat

Module 2 : **Setting Up Your Snapchat Business Account**

Creating and configuring a Snapchat Business Account
Navigating the Snapchat Ads Manager interface
Setting up billing and payment methods

Module 3 : Ad Formats and Specifications

- Overview of Snapchat ad formats:
 - Snap Ads
 - Story Ads
 - Collection Ads
 - Dynamic Ads
 - Filters and Lenses
- Ad specifications and best practices

Module 4 : Campaign Objectives and Strategies

- Campaign objectives:
 - Brand awareness
 - Website traffic
 - App installs
 - Lead generation
- Ad specifications and best practices

Module 5 : Audience Targeting and Segmentation

- Understanding Snapchat's audience targeting options
- Creating custom and lookalike audiences
- Utilizing advanced targeting features

Module 6 : **Budgeting and Bidding Strategies**

- Setting campaign budgets
- Understanding bidding options
- Optimizing bids for campaign objectives

Module 7 : **Launching and Managing Campaigns**

- Step by step guide to launching a campaign
- Monitoring campaign performance
- Making real time adjustments

Module 8 : **Analytics and Reporting**

- Understanding Snapchat Ads Manager analytics
- Key performance indicators (KPIs)
- Generating and interpreting reports

Module 9 : **Advanced Optimization Techniques**

- Retargeting strategies
- Scaling successful campaigns

Module: 10

CRO, Server Side Tagging and Performance Reporting

Module 1 : Google Tag Manager (GTM) Basics

- Setting Up GTM for Tracking Events
- Understanding Tags, Triggers, and Variables
- Event Tracking & Conversion Goals

Module 2 : **Server-Side Tagging**

- Introduction to Server-Side Tagging
- Benefits of Server-Side Tracking over Client-Side
- Setting Up a Server-Side GTM Container
- Sending Data to GA4 & Ads Platforms

Module 3 : **Reporting with Looker Studio**

- Understanding the Looker Studio Interface
- Connecting Data Sources (Google Ads, GA4, Facebook, LinkedIn)
- Customizing Reports with Filters & Dimensions
- Setting up a reporting dashboard

Congratulations & Welcome to Performance Marketing Mastery!



You've taken the first step toward mastering the world of Performance Marketing and we're thrilled to have you on board!

What's Next?

Access your course materials and live session schedule

Join our exclusive community of marketers & industry experts

Engage in live Q&A sessions and personalized mentorship



Let's make an impact together!