

Performance Marketing Course Content

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Introduction to Performance Marketing

- Performance Marketing vs Brand Marketing, Business Models and Roles
- Key Metrics: CTR, CPC, CPM, CPA, CPL, ROAS, LTV, CAC
- Platform Ecosystem and Campaign Structure Basics

Funnels, Audience and Offer Strategy

- Full-Funnel Planning: Awareness, Consideration, Conversion, Retention
- Audience Research, Segmentation and Custom Audiences
- Offer, Messaging and Creative Strategy

Google Ads: Search and Shopping (Hands on)

- Account Setup, Campaign Types and Keyword Strategy
- Ad Copy, Extensions, Quality Score and Negative Keywords
- Shopping and Performance Max Campaigns: Merchant Center and Asset Groups

YouTube, Display and Demand Gen Ads (Hands on)

- YouTube Video Ad Formats and Targeting
- Display Network Targeting and Remarketing
- Demand Gen Campaigns and Creative Testing

Meta Ads: Facebook and Instagram (Hands on)

- Business Manager, Ad Accounts and Campaign Objectives
- Audience Targeting, Lookalikes, Placements and Budget Setup
- Creative Formats: Reels, Carousels, Lead Forms and Catalog Ads
- Advantage+ Campaigns and Creative Testing

LinkedIn and Other Paid Channels (Overview)

- LinkedIn Ads for B2B Lead Generation
- Overview of X, Snapchat, Pinterest and Programmatic Ads

Landing Pages and Conversion Rate Optimization (Hands on)

- High-Converting Landing Page Structure and Copy
- A/B Testing, Heatmaps and User Behavior Analysis
- Lead Capture, Forms, WhatsApp and CRM Handoff

Tracking, Pixels and Attribution (Hands on)

- Google Tag Manager, GA4 Events and Conversion Setup
- Meta Pixel and Conversions API Basics
- Attribution Models, UTM Parameters and Data Accuracy

Budgeting, Bidding and Scaling

- Budget Planning, Bidding Strategies and Pacing
- Optimization Routines: What to Pause, Test and Scale
- Fixing Common Problems: Low CTR, High CPA, Ad Fatigue

Reporting, Policies and Client Management (Hands on)

- Dashboards with Looker Studio and Spreadsheets, Client Reports and Insights
- Ad Policies, Account Suspensions and Compliance Basics
- Pricing, Proposals and Handling Agency or Freelance Clients

Capstone Projects

- Lead Generation Campaign on Google Ads and Meta Ads
- E-commerce Sales Campaign with Tracking and Reporting
- Final Case Study and Presentation