

Performance Marketing

Duration: 6-8 Weeks | Level: Intermediate - Advanced

Course Overview

This intensive course provides focused training on running profitable, results-driven paid advertising campaigns across Meta (Facebook & Instagram), Google Ads, and LinkedIn. Designed for marketers looking to master the art and science of performance marketing, you will learn to drive measurable business outcomes through strategic campaign planning, execution, and optimization.

Curriculum Modules

- 1. Introduction to Performance Marketing**
 - Understanding marketing funnels, key performance indicators (KPIs), and essential performance metrics.
- 2. Meta Ads (Facebook & Instagram)**
 - Mastering campaign objectives, advanced audience segmentation, creative testing strategies, and A/B testing for optimal performance.
- 3. Google Ads for Performance**
 - Implementing Search and Display campaigns with a strong focus on conversion optimization.
- 4. LinkedIn Ads**
 - Setting up B2B campaigns, utilizing lead generation forms, and effectively targeting professionals.
- 5. Conversion Tracking & Pixel Setup**
 - Gaining foundational knowledge of Meta Pixel and Google Tag Manager for accurate conversion tracking.
- 6. Budget Optimization & ROAS Analysis**
 - Strategies for scaling campaigns profitably and maximizing Return on Ad Spend (ROAS).
- 7. Reporting & Dashboards**
 - Techniques for building insightful performance reports and dashboards for clients and stakeholders.

Tools & Platforms Covered

- Meta Ads Manager
- Google Ads

- LinkedIn Campaign Manager

Learning Outcomes

Upon successful completion of this course, students will be equipped to independently plan, launch, and optimize paid advertising campaigns that deliver measurable business results and contribute to overall marketing objectives.

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