



Performance Marketing: From Beginner to Advance to Elite

Duration: 3 Months

Total Training Hours: 72 Hours

Mentor: Ratan Kumar

Experience: 6+ Years

Profile Overview:

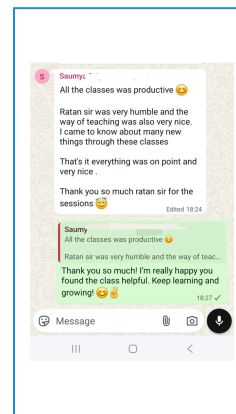
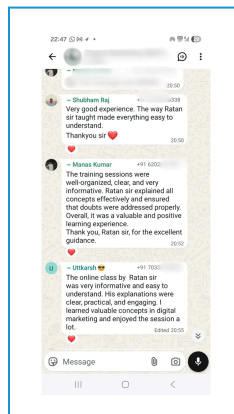
Ratan Kumar is an experienced digital marketing mentor specializing in SEO, paid advertising, and data-driven marketing strategies. He has trained **8,000+ students globally** and has worked with multiple businesses to deliver effective digital marketing solutions and growth strategies.

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Testimonials



Module - 1

Digital Advertisement Fundamental

- Introduction to Paid Advertising
- Role of Paid Ads in Business
- Setting Goals and KPIs for Paid Campaigns
- Things to remember Before starting advertising
- Understanding Your Target Audience
- Budget Allocation and Bid Strategies
- Choosing the Right Channels for Your Brand

Module - 2

Meta Advertisement

- Creating a Facebook Business Manager Account
- Setting Up Your Facebook Ads Account
- Navigating Facebook Ads Manager
- Overview of Campaigns, Ad Sets, and Ads
- Campaign Objectives and Their Uses
- Choosing the Right Objective for Your Goal
- Ad Copy Fundamental
- Understanding Facebook Ad Formats
- Creating Effective Ad Copy
- Designing Eye-Catching Ad Creatives
- Understand Audience Targeting & Types
- Saved, Custom & Lookalike Audience,
- Facebook Ad Angle
- Fundamentals of Facebook Supportive UGC Content
- Facebook Ad Placement
- Automatic vs. Manual Placements
- Understanding Placement Types (Feed, Stories, Reels)
- Choosing the Best Placements for Your Ads
- Budget & Bidding
- Understanding Campaign Budget Optimization (CBO)
- Setting Daily vs. Lifetime Budgets
- Bidding Strategies: Lowest Cost vs. Cost Cap
- Best Practices for Policy Compliance
- All Campaign Ads setup
- Using Facebook Pixel Effectively
- Event Tracking and Custom Conversions
- A/B Testing
- Solving Overlapping Issues
- Automated Rules
- Reporting

Module - 3

Google Advertisement

- What is Google Advertising?
- Benefits of Google Ads
- Google Ads Ecosystem Overview
- Creating a Google Ads Account
- Understanding the Google Ads Interface
- Setting Up Billing and Preferences
- Overview of Campaign Types (Search, Display, Shopping, Video, Discovery)
- Choosing the Right Campaign Type for Your Goal
- Understanding Keywords and Match Types
- Using Google Keyword Planner
- Building a Keyword List
- Forecasting Keywords
- Analyze Competitor Ads
- Keyword Profitability Calculation
- Bidding Strategy
- Understanding Campaign Budgets
- Bidding Strategies: Manual CPC, Enhanced CPC, Target CPA, Target ROAS
- Conversion Tracking
- Set up a search campaign.
- Creating Your First Search Campaign
- Ad Groups and Their Importance
- Writing Effective Search Ads
- Ad Extensions
- Introduction to Ad Extensions
- Types of Ad Extensions (Sitelinks, Callouts, Structured Snippets, etc.)
- Best Practices for Using Ad Extensions
- Display Campaign
- Overview of Display Campaigns
- Creating Display Ads
- Targeting Options in Display Campaigns
- Video Campaign
- Introduction to Video Ads
- Creating a Video Campaign on YouTube
- Targeting Options for Video Campaigns
- Google Analytics Integration
- Connecting Google Ads with Google Analytics
- Setting Up Goals and Events
- Understanding Google Ads Audiences
- Custom Audiences and In-Market Audiences
- Using Remarketing Lists

- Setting Up a Remarketing Campaign
- Creating Remarketing Lists
- Types of YouTube Ads
- Creating Effective Video Ads
- Understanding and Fixing Policy Violations

Module - 3

Email Marketing

- Introduction to the Email Marketing Ecosystem
- Crafting an Email Repository via Mailchimp
- Configuring SPF, DKIM, and DMARC Protocols
- Implementing Authentication in ActiveCampaign
- The Science of IP and Email Warming
- Segmentation: Tags, Groups, and Audience Taxonomy
- Personalization through Merge Tags in Mailchimp
- Integrating Google Analytics with Mailchimp
- Orchestrating Automation Workflows in Mailchimp
- Cart Abandonment Email Automation Strategies
- Understanding Pipelines in ActiveCampaign
- Architecting Lead Forms in ActiveCampaign
- Leveraging ChatGPT for Email Sequence Generation

Module - 4

Google Tag Manager

- What is GTM
- Set up Google Tag Manager
- Why are GA & GTM connected in the website
- Components in GTM
- What are Tag, Trigger & Variables
- Button Click Tracking
- URL Tracking
- All Link Tracking
- Outbound Link Tracking
- File Download Tracking
- Image Visibility Tracking
- WPContact Form 7 Submit tracking,
- Google Ads Conversion Tracking,
- Thank You Page Tracking
- Pop-up Tracking
- AJAX Form Tracking
- Text Copy tracking,
- WhatsApp button tracking

Module - 5

Google Analytics

This module provides an in-depth understanding of Google Analytics 4, including setup, reports, event tracking, traffic analysis, user behavior insights, and SEO performance measurement. As GA4 continues to evolve, the training is regularly updated to include the latest features and best practices.

FAQ 1 - How is this course different from learning Performance Marketing on YouTube?

While YouTube offers scattered information, this program provides a **structured learning path from beginner to advanced to elite level in performance marketing**. The course is designed as a **72-hour guided program** with practical implementation, real-world projects, and step-by-step mentorship. Students learn not only concepts but also how to apply them in real advertising scenarios.

FAQ 2 - Who can enroll in this course?

This course is suitable for:

- Beginners who want to learn Performance marketing from the ground up
 - Marketing professionals looking to upgrade their Performance marketing skills
 - Entrepreneurs and website owners who want to grow their online presence
 - Anyone who is **seriously interested in learning performance marketing from beginner to advanced level**
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FAQ 3 - What are the payment terms and refund policy?

The course fee can be paid **either in one full payment or in two installments**. Please note that **all payments are non-refundable once the course enrollment is confirmed**.