



## ONLINE ADVERTISEMENT: META & GOOGLE ADS

### Part 1: Meta Ads (Facebook & Instagram)

#### Module 1: Getting Started with Meta Business Manager

Learn how to set up Meta Business Manager, create ad accounts, install the Meta Pixel, and verify your domain. This module provides the essential groundwork for running campaigns, managing assets, and ensuring your business is fully prepared for scalable advertising across Facebook and Instagram.

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#### Module 2: Audience Targeting and Retargeting Strategies

Master Meta's powerful targeting options, Core, Custom, and Lookalike Audiences. Understand how to segment your audience based on behaviors, interests, demographics, and website actions. Learn how to build warm audiences through retargeting and improve ad relevance to drive higher conversions at lower costs.

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#### Module 3: Creating Effective Meta Ad Campaigns

Get hands-on experience designing and launching ad campaigns using Meta Ads Manager. Choose the right objective, set budgets, select placements, and create image or video ads with compelling copy. Learn best practices for ad structure and creative formats that drive engagement and conversions.

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#### Module 4: Meta Ads Analytics & Optimization

Dive into Meta Ads reporting tools to monitor performance. Learn how to read metrics like CTR, CPC, and ROAS, and make informed decisions using A/B testing and campaign comparisons. Understand how to adjust campaigns in real-time for better reach, engagement, and ROI.

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## **Part 2: Google Ads**

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### **Module 5: Setting Up Google Ads and Tools**

Learn how to create a Google Ads account and integrate essential tools like Google Analytics, Google Tag Manager, and Conversion Tracking. Understand account structure and get ready to track performance, optimize user experience, and run efficient data-driven campaigns.

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### **Module 6: Running Search & Display Ad Campaigns**

Explore how to launch Search and Display ad campaigns on Google. Learn keyword research using Keyword Planner, create text ads and responsive banners, and design campaigns that target potential customers across Google Search and the Display Network.

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### **Module 7: YouTube Video Advertising Essentials**

Discover the power of video ads on YouTube. Learn how to set up and run skippable and non-skippable in-stream ads, target the right audience, and measure video engagement. This module shows you how to turn views into valuable leads or subscribers.

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### **Module 8: Smart Targeting and Bidding Strategies**

Understand Google's advanced targeting capabilities including demographics, interests, intent-based audiences, and remarketing. Learn how to use smart bidding strategies to get the most value for your ad spend, while maximizing ad reach and campaign performance.

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### **Module 9: Analyzing and Optimizing Campaign Performance**

Track your ad performance using Google Ads reporting tools and custom dashboards. Learn how to interpret KPIs like Quality Score, CTR, conversion rate, and cost-per-acquisition. Discover techniques to test, tweak, and scale campaigns based on actionable insights.

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## **Bonus Module: Cross-Platform Strategies & Best Practices**

Learn how to build synergy between Meta and Google campaigns. Discover strategies for retargeting across platforms, maintaining consistent messaging, and balancing budgets effectively. This module helps you create a full-funnel advertising strategy to maximize results.

## **Career Scope After Learning This Course**

Mastering Meta and Google Ads opens a wide range of career and business opportunities in the fast-growing digital marketing landscape. With brands increasingly relying on paid advertising for lead generation and sales, skilled professionals in online advertising are in high demand.

### **Career Opportunities Include:**

- Digital Marketing Executive / Specialist
- Performance Marketing Manager
- Paid Media Analyst
- Freelance Ads Expert / Consultant
- E-commerce Marketing Manager
- Social Media Advertising Strategist
- Lead Generation Expert for Agencies or Startups

Whether you're looking to advance in a marketing role, work as a freelancer, or scale your own business, this skill equips you to drive measurable results, enhance brand visibility, and optimize ROI.

## **Salary Package After Learning This Skill**

The demand for skilled Meta and Google Ads professionals is rapidly growing across industries. Salaries vary based on experience, niche, and performance, but even entry-level professionals can expect strong earning potential.

### **Estimated Salary Range in India:**

- **Entry-Level (0–2 years):** ₹3.5 – ₹6 LPA
- **Mid-Level (2–5 years):** ₹6 – ₹12 LPA
- **Senior-Level / Specialists:** ₹12 – ₹25+ LPA
- **Freelancers / Consultants:** ₹500 – ₹3,000 per hour or ₹25,000+ per campaign
- **E-commerce Business Owners:** Can generate **3x–10x ROI** through optimized ad spend

With the right skills and portfolio, professionals can scale quickly in agencies, startups, or as independent marketers—unlocking both income and career flexibility.