

India's 1st Virtual Academy

PERFORMANCE MARKETING

Master performance marketing from zero to pro, pixel tracking, funnel strategy, scaling, and optimization all in one power-packed curriculum.

16

MODULES

26

WEEKS

68+

TOPICS

100%

PRACTICAL

THE REALITY CHECK

PERFORMANCE MARKETING IS THE HIGHEST PAID DIGITAL SKILL

While others are stuck in ₹15-25K jobs, performance marketers are earning ₹70K to 1 Lakhs per month. Meta Ads alone drives 40% of all digital ad spend globally. The demand is massive, but most "experts" are teaching outdated 2020 strategies.

₹2.8L+

Avg Performance Marketer Salary

89%

Companies Need Meta Ads Experts

\$100B+

Meta Ads Revenue (Yearly)

5X

Salary Growth in 2 Years

Your Transformation Journey

01 Current You

Confused about digital marketing, watching random YouTube tutorials, getting ₹15-30K salary.

02 After 14 Weeks

Meta Ads certified expert, managing ₹5L+ monthly ad budgets, confident in scaling campaigns

03 6 Months Later

₹70K-1L+ monthly income, freelancing or full-time, working with top brands & agencies

04 Your Future

Performance Marketing Agency owner, ₹5-10L+ monthly revenue, location independent

Why Choose Us

Most courses teach theory.

We teach with live client accounts.

Generic Zoom classes bore you.

Our Virtual Academy engages you.

Others use 2020 strategies.

We teach 2026-ready techniques.

They give certificates.

We give career transformation.

Revolutionary Virtual Academy

Forget Boring Online Classes Forever



Experience the future of online education, where learning feels real, interactive, and engaging!

Revolutionary Virtual Academy

Forget Boring Online Classes Forever

The Problem with Traditional Online Learning

- ❌ Zoom/Meet classes feel disconnected & boring
- ❌ Students can't interact with each other
- ❌ No personal connection with mentors
- ❌ Doubts remain unresolved

Our Virtual Academy Solution

- ✅ Walk Around & Interact Move freely, meet classmates, form study groups naturally
- ✅ Visit Mentor's Cabin Knock on mentor's door for instant doubt clearing sessions
- ✅ Counselor Support Need help? Visit the counselor's office for guidance
- ✅ Real Classroom Feel Sit together, collaborate, learn like a real academy

India's 1st Virtual Academy

COURSE CURRICULUM

01 Understanding Meta Ads

- Introduction of how Meta Ads work
- Creating Meta Ads Account & Business Manager
- Personal Account vs Business Account
- Explaining Ads Manager Dashboard & Objectives
- Deep Dive: Awareness, Traffic, Leads, Sales Campaigns

02 Advanced Meta Pixel & Tracking Mastery

- Meta Pixel Basics & Data Concepts
- Manual Setup & Partner Integrations
- Standard Events, Custom Conversions, Dynamic Values
- CAPI Implementation & Event Deduplication
- Event Match Quality (EMQ)

03 Audience Creation & Attribution Setting

- The Meta Audience Ecosystem
- Custom Audience deep dive
- Lookalike Audience with live examples
- Attribution Settings — 7-Day Click, 1-Day View, & 1-Day Engageview
- Which attribution window to use for optimization

04 The Meta Funnel Strategy

- Understanding the buyer's journey on Meta
- Choosing the right campaign objective
- Cold, Warm & Hot audience segmentation
- Building your funnel by budget & business type
- Deep Explanation About Key Metrics

05 Campaign Structures That Work in 2026

- CBO vs ABO — when and why to use each
- Bidding strategies: Lowest Cost, Cost Cap, Bid Cap
- Prospecting, Retargeting & Advantage+ Sales Campaign
- Building trust signals inside campaigns
- Live Case Studies from real client accounts

06 Brand Ad Account Audit

- Account structure, hierarchy & budget review
- Bidding strategy & spend efficiency check
- Audience targeting, overlap & creative fatigue
- Pixel tracking, ROAS & performance benchmarking

07 Conversion Rate Optimization (CRO)

- Landing page UX, speed & mobile experience audit
- A/B testing of headlines, creatives & CTAs
- Funnel drop-off analysis & checkout optimization
- Trust signals, social proof & offer clarity review

08 Competitor Research

- Ad creatives, copy & offer analysis of top competitors
- Keyword gaps, bidding strategy & positioning review
- Audience targeting & funnel strategy breakdown
- Pricing, landing page & trust signal comparison

COURSE CURRICULUM

09 Creatives Research / Meta Andromeda

- Scroll-stopping ad creative anatomy
- Copywriting: Hooks, CTAs & Offers
- Static, Carousel, Reels & UGC breakdown
- Real brand examples + creative teardown
- Deepdive into Meta Andromeda

10 Scaling + Retargeting Like a Pro

- How to scale winning campaigns without burning ROAS
- Retargeting frameworks for D2C & high-ticket offers
- Daily vs Lifetime budgets — what really works
- When to kill, duplicate, or scale
- Automation strategies to save time

11 Optimization Meta Ads Campaign

- How to read data & fix what's breaking performance
- Analyze key metrics to optimize campaigns

12 Introduction Google Ads

- Introduction to the Google Ads ecosystem
- Overview of how Google Ads works: auction, CPC, Quality Score
- Interface walkthrough and account structure
- Setting up your first account and dashboard orientation

13 Understanding Campaign Types

- Overview: Search, Display, YouTube, Shopping, Demand Gen & Performance Max
- How each campaign type works — logic, placement, and intent
- Choosing the right campaign type for your business objective

14 Google Ads Campaigns: Search, Display, YouTube & Demand Gen

- Search ads with keyword research, match types & ad copywriting
- Display & remarketing with AI-powered audience targeting
- YouTube full-funnel campaigns with creative & budget strategy
- Demand Gen & App Promotion with smart bidding & campaign setup

15 Performance Max Campaigns

- What are Performance Max campaigns and when to use them
- Feed setup and Merchant Center integration
- Audience signals and creative asset planning
- Reporting and optimization strategies

16 Scaling, Automation & Hyperlocal Ads

- Blueprint for scaling Google Ads campaigns
- Structuring campaigns for scale & performance governance
- Hyperlocal ad strategy for physical stores, clinics, gyms, events, etc.
- Automation, AI-driven optimization, and 4 critical Google Ads reports



LEARN WITH PURPOSE | GROW WITH SKILLS | SUCCEED IN YOUR CAREER

Call: +91 7011653674 | E-mail: academy@digiflickr.com