

Join Our Performance Marketing Course and Become a Data-Driven Digital Marketer



Quick Start Your High-Paying
Career in 8 Months



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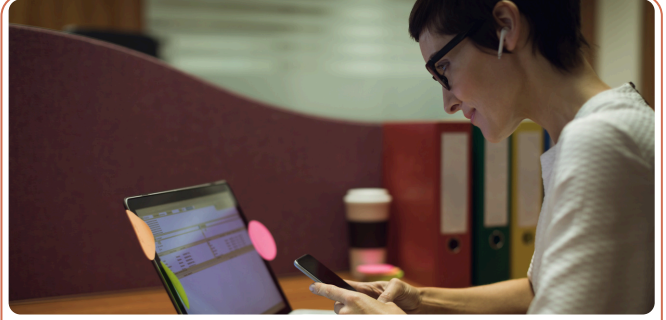
Call us @ 9007788822 Today!

Why Choose Our Course?



Expert-Led Training

Learn from industry professionals with real-world experience.



Hands-On Projects

Work on live campaigns to gain practical experience.



Latest Marketing Tools

Stay updated with cutting-edge tools for effective campaigns.



Job Assistance Support

Receive assistance in securing job opportunities after completing the course.



Industry-Recognized Certification

Get certified to stand out in the competitive job market.

Syllabus

Module 1 : Foundations of Performance Marketing (Weeks 1-4)

Week 1

Introduction to Performance Marketing

- Define performance marketing, its goals, and its role in business strategy.
- Explore the key performance indicators (KPIs) used to measure success.
- Deep dive into the marketing funnel and customer journey mapping.
- Overview of digital marketing channels and their role in the performance ecosystem.

Week 2

Digital Analytics and Data-Driven Decision Making

- Introduction to web analytics tools (Google Analytics, Adobe Analytics).
- Setting up tracking and goal configuration.
- Analyzing user behavior and website traffic patterns.
- Building custom reports and dashboards.
- Leveraging data to inform marketing decisions.

Week 3

Search Engine Optimization (SEO)

- Understanding search engine algorithms and ranking factors.
- Keyword research and analysis using tools like Google Keyword Planner.
- On-page SEO optimization (title tags, meta descriptions, header tags, content optimization)
- Off-page SEO techniques (link building, social signals, authority building).
- Technical SEO (site speed, mobile-friendliness, XML sitemaps, robots.txt).

Week 4

Content Marketing and Strategy

- Developing a content marketing strategy aligned with business objectives.
- Creating high-quality, engaging content (blog posts, articles, videos, infographics).
- Content distribution channels (social media, email, SEO).
- Content promotion and amplification tactics.
- Measuring content performance and ROI.

Module 2: Core Performance Marketing Channels (Weeks 5-8)

Week 5

Pay-Per-Click (PPC) Advertising

- In-depth exploration of Google Ads platform
- Campaign structure and setup (search, display, video, shopping).
- Keyword bidding strategies (manual, automated, bid adjustments).
- Ad copy creation and testing.
- Landing page optimization for conversions.
- Ad extensions and remarketing

Week 6

Social Media Marketing

- Major social media platforms and their target audiences.
- Developing a social media marketing strategy.
- Creating engaging social media content.
- Social media advertising (Facebook Ads, Instagram Ads, Twitter Ads).
- Influencer marketing and partnerships.
- Social media analytics and reporting

Week 7

Email Marketing

- Email marketing best practices and compliance (CAN-SPAM, GDPR).
- Email list building and segmentation.
- Email campaign creation and design.
- Email marketing automation (drip campaigns, welcome series).
- Email deliverability and performance metrics

Week 8

Affiliate Marketing

- Affiliate marketing models and programs.
- Recruiting and managing affiliates.
- Affiliate tracking and commission structures.
- Fraud prevention and compliance.
- Affiliate marketing performance optimization

Module 3: Advanced Performance Marketing and Strategy (Weeks 9-12)

Week 9

Conversion Rate Optimization (CRO)

- CRO fundamentals and the importance of user experience.
- A/B and multivariate testing methodologies.
- Heatmaps and user behavior analysis.
- Landing page optimization techniques.
- Conversion funnel analysis and optimization

Week 10

Mobile Marketing

- Mobile marketing landscape and consumer behavior.
- App store optimization (ASO) for app visibility.
- Mobile advertising formats and platforms.
- Mobile analytics and attribution.
- Mobile marketing campaigns and strategies

Week 11

Performance Marketing Automation

- Marketing automation platforms and their capabilities.
- Lead scoring and nurturing.
- Customer journey mapping and automation.
- Email marketing automation workflows.
- Integrating marketing automation with other channels

Week 12

Performance Marketing Strategy and Case Studies

- Developing a comprehensive performance marketing strategy.
- Integrating multiple channels for maximum impact.
- Performance marketing case studies and analysis.
- Industry trends and future outlook.
- Performance marketing career paths and certifications

Why You Need to Master Performance Marketing

High Demand in Digital Marketing

82% of companies seek performance marketing specialists.

Boost Your Career Opportunities

Performance marketers earn 30% more than peers.

Maximize ROI for Businesses

Optimized campaigns increase ROI by up to 400%.

Leverage Data for Smarter Decisions

Data-driven marketers outperform competitors by 73%.

Adapt to Evolving Digital Trends

94% of businesses use advanced marketing tools effectively.

What You'll Learn?



Core Concepts of Performance Marketing

Basics of paid ads, placements, and effective optimization techniques.



Advanced Campaign Strategies

Create high-converting campaigns, manage budgets, and maximize ROI.



Data-Driven Decision Making

Analyze metrics to optimize campaigns and improve performance outcomes.



Platform-Specific Skills

Master ad platforms like Google Ads, Facebook, and LinkedIn.



Effective Audience Targeting

Identify and reach the right audience for maximum impact.

Tools You Will Master

Build a strong career with our focused programs. Whether you are looking to advance in your current field.



Google Ads

Track website traffic, user behavior, and conversions.



Meta Ads Manager

Run and monitor Facebook and Instagram ad campaigns.



Google Analytics

Track website performance and user behavior effectively.



Google Tag Manager

Simplify tracking code management for better analytics.



Attribution Tools

Measure and assign credit for conversions accurately.



Bidding Platforms

Automate ad bidding to optimize performance and budget.



ChatGPT

Generate creative content, ad copies, and customer engagement ideas.



Canva

Design stunning visuals for ads and social media posts.

Who is this course for?



This course is perfect for:

- ✓ Marketing Freshers
- ✓ Business Owners
- ✓ Digital Marketers
- ✓ Students
- ✓ Entrepreneurs

Course Fee

~~₹65,000~~ **₹56,000** for the entire program.

Classes Begin Soon! Limited Seats Available.

Seats are limited, and the demand is high. Don't wait—secure your spot now!