



Paid Campaigns Mastery Training Plan

Duration: 2.5 Months

Module 1: Introduction to PPC Campaigns and Lead Generation

1.1 Overview of PPC Campaign Platforms

- Introduction to Google Ads, Facebook Ads, and LinkedIn Ads.
- Understanding the role of PPC in generating leads and driving sales.

1.2 Types of PPC Campaigns for Lead Generation and Sales

- Lead generation campaigns: Search, Display, and Social Media Ads.
- Sales campaigns: Shopping Ads, Catalog Ads, and Dynamic Product Ads.

1.3 Key Metrics for PPC Campaigns

- Understanding CTR, CPC, CPA, Conversion Rate, ROAS, and LTV (Lifetime Value).

Module 2: Lead Generation Campaigns

2.1 Search Campaigns for Lead Generation

- Keyword research and match types.
- Writing compelling ad copy for high conversion rates.

2.2 Lead Ads on Facebook and LinkedIn

- Setting up Facebook Lead Ads and LinkedIn Lead Gen Forms.
- Best practices for capturing quality leads.

2.3 Landing Page Optimization for Lead Generation

- Creating optimized landing pages for higher conversions.
- Using lead magnets and CTAs effectively.

2.4 Conversion Tracking for Lead Generation

- Setting up conversion tracking in Google Ads and Facebook Ads.
- Capturing and analyzing lead data using GA4.

Module 3: Sales-Focused PPC Campaigns

3.1 Google Shopping Ads for E-Commerce

- Setting up and optimizing Google Shopping Ads.
- Product feed setup using Google Merchant Center.
- Enhancing Shopping Ads with product attributes.

3.2 Facebook and Instagram Catalog Ads

- Setting up Catalog Ads for Facebook and Instagram.
- Creating dynamic ads for retargeting and cross-selling.

3.3 Dynamic Remarketing for Sales

- Setting up dynamic remarketing ads on Google Ads and Facebook.
- Targeting high-conversion audiences with dynamic product ads.

3.4 Advanced Facebook Ads

- Understanding Facebook Pixel and Conversion API.
- Setting up Lead Generation campaigns with Facebook Pixel.
- Running Sales and Catalog Sales campaigns on Facebook and Instagram.
- Dynamic Event Setup for retargeting and optimizing conversions.

Module 4: Audience Targeting and Segmentation for Sales

4.1 Building High-Converting Custom Audiences

- Creating custom audiences based on website visitors, email lists, and social engagements.
- Targeting lookalike audiences to expand reach.

4.2 Advanced Audience Segmentation

- Segmenting audiences by behaviors, demographics, and interests.
- Layering audiences for better targeting and ROI.

4.3 Retargeting and Remarketing

- Setting up retargeting campaigns for both lead generation and sales.
- Using dynamic ads to re-engage lost visitors and drive conversions.

Module 5: Conversion Tracking and Measurement using GA4

5.1 Setting Up GA4 for Lead and Sales Tracking

- How to configure GA4 for PPC campaign tracking.
- Setting up custom events and goals for lead forms, purchases, and other actions.

5.2 Enhanced E-Commerce Tracking in GA4

- Implementing enhanced E-Commerce tracking for sales data insights.
- Monitoring product performance, sales funnels, and drop-offs.

5.3 Analyzing Conversions and ROI in GA4

- Using GA4 reports to measure conversion paths and user journeys.
- Attribution analysis and cross-channel conversions.

Module 6: Google Tag Manager (GTM) for Advanced Tracking

6.1 Introduction to Google Tag Manager (GTM)

- How GTM simplifies tracking and improves flexibility in campaign measurement.

6.2 Setting Up Tags, Triggers, and Variables

- Creating tags for Google Ads, Facebook Pixel, and LinkedIn Ads.
- Tracking user actions such as form submissions, product views, and purchases.

6.3 Advanced Event Tracking in GTM

- Setting up multiple event tracking without needing to edit the website code.
- Tracking user interactions like clicks, downloads, and scroll depth.

6.4 Debugging and Testing GTM Setup

- Using GTM's preview mode and other tools for troubleshooting.

Module 7: Optimization for Lead and Sales Campaigns

7.1 Optimizing Lead Generation Campaigns

- Improving keyword targeting, bid strategies, and ad copy for higher lead conversions.

- Testing and refining landing pages to maximize conversion rates.

7.2 Optimizing Sales-Focused PPC Campaigns

- Enhancing Google Shopping and Catalog Ads for better sales performance.
- Using A/B testing for ad creatives, targeting, and bidding strategies.

7.3 Bid Strategies & Automation

- Manual vs. automated bidding for lead generation and sales campaigns.
- Smart Bidding techniques in Google Ads and Facebook Ads for maximizing ROI.

Module 8: Advanced Sales and E-Commerce Strategies

8.1 Dynamic Ads for E-Commerce

- Setting up and managing dynamic ads on Google and Facebook for E-Commerce.

8.2 Product Feed Optimization

- Optimizing product feeds for better ad performance.
- Using Google Merchant Center to enhance Shopping Ads.

8.3 Cross-Selling and Upselling with PPC Ads

- Strategies for cross-selling and upselling with dynamic remarketing ads.
- Creating personalized offers for returning customers.

8.4 Conversion API Implementation

- Configuring Facebook Conversion API for accurate data tracking.
- Using server-side tracking to improve campaign performance and data reliability.

Module 9: LinkedIn Marketing & Advertising Mastery

9.1 LinkedIn for B2B Growth

- LinkedIn as a B2B platform
- Optimizing Company Page (logo, banner, description, CTAs)
- Content strategy: text, images, videos, documents, polls
- Engaging with groups & publishing articles

9.2 LinkedIn Ads Overview

- Benefits of LinkedIn Ads for B2B marketing
- Ad types: Sponsored Content, Message Ads, Dynamic Ads, Text Ads, Conversation Ads

9.3 Audience Targeting on LinkedIn

- Targeting: job title, company, industry, interests, skills
- Matched audiences: website visitors, lead form engagement, contact & company lists

9.4 Creating LinkedIn Ad Campaigns

- Objectives: Awareness, Consideration, Conversions
- Budgeting, bidding, creative specs, ad copy

9.5 LinkedIn Lead Gen Forms

- Setting up lead forms & CRM integration
- Tips for high-converting forms

9.6 Tracking & Conversion Setup

- Installing LinkedIn Insight Tag (manual & GTM)
- Setting up conversion events and GA integration

9.7 Optimization & Metrics

- Key metrics: CTR, CPC, Leads, CPL, Conversion Rate
- Ad fatigue, A/B testing, and budget scaling strategies