



DIGITAL BROLLY

Performance Marketing Curriculum

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Module 1: Performance Marketing Foundations

- What is Performance Marketing?
- Performance Marketing vs Digital Marketing
- Internet Users, Mobile-First Behavior & the Jio Effect
- The Marketing Funnel — TOFU, MOFU, BOFU
- How Ad Auctions Work — Google & Meta
- Quality Score & Total Value Formula
- The 9 Core Metrics Every Performance Marketer Must Know
- Impressions, Reach, CTR, CPC, CVR, CPL, CPA, ROAS, ROI
- Setting SMART Campaign Objectives
- Attribution Models — Last Click, First Click, Linear, Data-Driven
- The Performance Marketer's Daily Workflow
- Platform Landscape Overview — Google, Meta, WhatsApp, LinkedIn, YouTube

Module 2: Google Ads Core Concepts

- Google Ads Account Structure
- Campaign Types — Search, Display, Shopping, Video, Performance Max
- Google Search Network vs Display Network
- Keyword Match Types — Broad, Phrase, Exact, Negative
- Keyword Research — Tools, Intent, Volume & Competition
- Ad Rank & Quality Score — Deep Dive
- Google Ads Bidding Strategies
- Manual CPC, Enhanced CPC, Target CPA, Target ROAS, Maximize Conversions
- Ad Extensions — Sitelinks, Callouts, Structured Snippets, Call, Location
- Google Search Ad Formats & Copy Best Practices
- Responsive Search Ads (RSA)
- Ad Scheduling
- Negative Keywords — Building the Exclusion List



Module 3: Google Ads Strategy & Campaign Launch

- Google Tag Manager — Introduction & Account Setup
- GTM Container, Tags, Triggers, and Variables
- Installing GTM on a Website
- Setting Up the GA4 Page View Tag via GTM
- Google Ads Conversion Tracking via GTM
- Campaign Launch Checklist
- Structuring Ad Groups for Maximum Quality Score
- Keyword Grouping & SKAGs vs STAGs
- Writing High-Converting Ad Copy for Indian Audiences
- Google Display Network — Targeting & Ad Formats
- Google Shopping Campaigns & Merchant Center Setup
- Performance Max Campaigns — What, When & How
- Campaign Optimization Cadence — Daily, Weekly, Monthly
- Search Term Reports & Negative Keyword Harvesting

Module 4: Meta Ads Fundamentals

- Meta Business Manager — Structure & Setup
- Facebook Page & Instagram Account Connection
- Meta Ad Account — Time Zone, Currency & Billing (INR)
- Meta Ads Manager — Interface Walkthrough
- Meta Campaign Objectives — All 6 Explained
- Meta Campaign Structure — Campaign, Ad Set, Ad
- Meta Audience Types
- Core Audiences — Demographics, Interests, Behaviors
- Custom Audiences — Website, Customer List, Engagement
- Lookalike Audiences — Seed Selection & Percentage
- Meta Pixel — What It Is, Why It Matters
- Pixel Installation via GTM
- Pixel Events — Standard Events & Custom Events
- Meta Ad Formats
- Single Image, Video, Carousel, Collection, Stories, Reels



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- Ad Copy Framework for Meta — Hook, Problem, Solution, Social Proof, CTA
 - Meta Ads Creative Best Practices for Indian Audiences
 - Facebook vs Instagram Placement Strategy

Module 5: Meta Ads Advanced + WhatsApp Marketing

- Meta Ads Advanced
- Full-Funnel Retargeting Strategy
- TOFU, MOFU, BOFU Campaign Architecture
- Campaign Budget Optimization (CBO) vs Ad Set Budget Optimization (ABO)
- Creative Fatigue — Identifying & Fixing
- Scaling Strategies — Horizontal, Vertical, Lookalike Expansion
- A/B Testing on Meta — Creative, Audience, Placement
- Meta Reporting — Key Metrics & Custom Columns

WhatsApp Marketing

- WhatsApp Business App — Setup & Features
 - Business Profile, Product Catalogue, Quick Replies, Automated Messages
 - Broadcast Lists & Labels
- Click-to-WhatsApp Ads (CTWA) — Setup in Meta Ads Manager
- WhatsApp Business API — What It Is & When to Use It
- WhatsApp API Platforms
- HSM (Highly Structured Message) Templates — Creating & Getting Approved
- Chatbot Automation on WhatsApp
- TRAI & WhatsApp Compliance Rules for Indian Businesses
- WhatsApp + Meta Ads Funnel Integration

Module 6 — LinkedIn Ads & B2B Strategy

- Platform & Setup
- Why LinkedIn for B2B in India — 110 Million+ Users
- LinkedIn Campaign Manager — Account Structure & Interface
- LinkedIn Company Page — Setup & Requirements
- LinkedIn Insight Tag — Installation via GTM
- Website Demographics — Understanding Your B2B Visitors
- LinkedIn Billing — Supported Payment Methods & Minimum Budgets



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Ad Formats

- Single Image Ads
- Video Ads
- Carousel Ads
- Document Ads
- Event Ads
- Lead Gen Forms (LGF) — Deep Dive
- Conversation Ads
- Message Ads (Sponsored InMail)

Targeting & Campaign Strategy

- Building the Ideal Customer Profile (ICP) — Firmographic + Person Profile
- B2B Buying Committee — Champion, Economic Buyer, Technical Buyer, End User
- LinkedIn Targeting Dimensions — Company, Job, Seniority, Skills, Groups
- Audience Size Guidelines for Indian B2B Campaigns
- Matched Audiences
- Website Retargeting
- Contact List Upload
- Account List Upload (ABM)
- Account-Based Marketing (ABM) on LinkedIn
- LinkedIn Lookalike Audiences
- Live Lead Gen Form Campaign Build

B2B Strategy

- The Full B2B Funnel — Awareness to Retention
- B2B Landing Page Anatomy
- Conversion Rate Optimization (CRO) — Testing & Tools
- Page Load Speed for Indian Audiences
- LinkedIn Organic + Paid Synergy — The Content Flywheel
- Personal Branding — The Indian LinkedIn Advantage



Module 7 – GTM, GA4 & Professional Reporting

Google Analytics 4 – Complete Walkthrough

- GA4 Property Setup – IST, INR, Data Streams
- GA4 Event Model – Four Event Types
- Automatically Collected, Enhanced Measurement, Recommended & Custom Events
- Events vs Parameters
- GA4 Core Reports
 - Realtime, Acquisition, Traffic Acquisition, User Acquisition
 - Engagement, Events, Conversions, Pages & Screens
 - Demographics, Tech, Monetization
- GA4 Exploration Reports
 - Free Form, Funnel Exploration, Path Exploration, Segment Overlap, User Explorer
- GA4 Conversions – Marking Events & Import to Google Ads
- GA4 ↔ Google Ads Linking
- GA4 vs Universal Analytics – What Changed

UTM Taxonomy & Reporting

- UTM Parameters – All 5 Explained
- UTM Naming Convention for the Indian Market
- UTM Builder – Google Sheets Template
- Cross-Platform Data Reconciliation – Why Numbers Never Match
- Looker Studio – Building a 3-Page Client Dashboard
 - Executive Summary Page
 - Campaign Performance Page
 - Website Analytics Page
- Connecting GA4, Google Ads & Meta to Looker Studio
- Client Reporting Best Practices
- Indian Client Communication – WhatsApp Reporting Protocol

Certification Roadmap

- Google Ads Search Certification (Skillshop)
 - Google Analytics 4 Certification (Skillshop)
 - Meta Certified Digital Marketing Associate (Blueprint)
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