

Performance Marketing Course

AI-Powered · Live · Certified — Full Curriculum (16 Modules · 4 Phases)

Format	Live, interactive online classes (Zoom) · 100% practical · lifetime access to recordings
Duration	6 weeks · Mon–Fri · 1 hour per session
Next batch	Starts Mon, 5 Oct 2026 · 4 daily slots: 8:30–9:30 AM, 10:00–11:00 AM, 5:30–6:30 PM, 8:00–9:00 PM IST · Session 1 is free
Free masterclass	Fri, 2 Oct 2026 · 8:00–9:00 PM IST · Live Google Ads walkthrough + Q&A
Certification	PMAcademy certificate + prep for Google Ads, GA4 and Meta Blueprint certifications
Trainer	Yoganand Ayyagari — 15+ years experience, 5,000+ students trained

Course Curriculum

Phase 1 — Foundations

Build your marketing base with core concepts, landing pages & SEO.

Module 01: Performance Marketing Fundamentals (5 topics)

- What is Performance Marketing?
- Digital Marketing vs Performance Marketing
- Customer Journey: TOFU, MOFU, BOFU
- 8 Types of Marketing Funnels
- 6 Core Performance Marketing Metrics + Formulas

Module 02: Landing Page Creation using AI (7 topics)

- Landing Page Psychology for Performance Ads
- Anatomy of a High-Converting Landing Page
- Live: Build a Landing Page with AI in 10 Mins
- Lead Gen Forms & CTA Optimization
- Mobile First + Page Speed Optimization
- A/B Testing for Lower CPL
- Bonus: Connect Landing Page to GoHighLevel + Pixel

Module 03: SEO & Content Optimization using AI (7 topics)

- Keyword Research for Buyers, Not Bloggers
- On-Page SEO for Landing Pages + Blog
- AI Content Writing at Scale

- Meta Tags + CTR Optimization
- Internal Linking for Funnel & SEO
- Image + Video SEO for Google + YouTube
- Bonus: Local SEO for Business Leads

Phase 2 — Paid Advertising

Master Google Ads, Meta Ads, LinkedIn, YouTube and ChatGPT Ads with AI-powered strategies.

Module 04: Google Ads using Claude AI (10 topics)

- Google Ads Account Setup
- Keyword Research with Claude AI
- Search Campaign Creation
- Performance Max Campaign
- Display & Remarketing Campaign
- YouTube & Demand Gen Ads
- Conversion Tracking (GA4 + GTM)
- AI Ad Copy & Creative Generation
- Claude AI Campaign Audit & Reporting
- Budget Planning & Scaling Strategy

Module 05: Meta Ads using Claude AI (10 topics)

- Meta Business Manager & Ads Manager Setup
- Meta Pixel & Conversion API Setup
- Audience Research with Claude AI
- Campaign Objectives & Funnel Strategy
- AI Creative Generation
- AI Ad Copy Writing
- Lead Generation & Conversion Campaigns
- Custom Audience & Lookalike Audience
- Advantage+ Shopping & AI Optimization
- Claude AI Campaign Audit & Scaling

Module 06: LinkedIn Ads (10 topics)

- LinkedIn Campaign Manager Setup
- B2B Audience Research with Claude AI
- Campaign Objectives & Lead Gen Forms
- Sponsored Content & Message Ads
- AI Ad Copy & Creative Generation
- LinkedIn Insight Tag & Conversion Tracking
- Matched Audiences & Retargeting
- Bidding & Budget Strategy
- Campaign Optimization
- Claude AI Reporting & Client Prospecting

Module 07: YouTube Ads (10 topics)

- YouTube Ads Setup & Campaign Objectives
- YouTube Campaign Types
- In-Stream, In-Feed & Shorts Ads
- Video Script Writing with Claude AI
- AI Video Creative Production
- Audience Targeting & Placements
- Lead Generation Funnel with YouTube Ads
- Budget & Bidding Strategy
- Video Performance Optimization
- Claude AI Campaign Audit & Scaling

Module 08: ChatGPT Ads Manager (10 topics)

- ChatGPT Ads Platform & Sponsored Placements
- Advertiser Account & Campaign Setup
- Conversation Intent & Audience Signals
- Audience Exclusions & Brand Safety
- Campaign Objectives & Structure
- Budgets & Bidding Strategy
- AI Ad Copy & Creative Development
- Landing Page Alignment & Conversion Tracking
- Reporting, Testing & Campaign Optimization
- Scaling Strategy & 30-Day Launch Plan

Phase 3 — Tracking & Optimization

Set up bulletproof tracking and optimize for maximum ROAS.

Module 09: Tracking (GA4 + GTM + Pixel + CAPI) (10 topics)

- Google Tag Manager (GTM) Setup
- Google Analytics 4 (GA4)
- Events & Conversion Tracking
- Google Ads Conversion Tracking
- Meta Pixel Installation
- Conversion API (CAPI)
- Enhanced Conversions
- UTM Parameters & Campaign Attribution
- Debugging with Tag Assistant
- Complete Tracking Project

Module 10: Remarketing & Audience Targeting (10 topics)

- Audience Strategy Fundamentals
- Google Ads Remarketing Audiences
- Meta Custom Audiences
- Customer Lists & CRM Audiences

- Lookalike & Similar Audience Strategy
- Cross-Platform Remarketing Funnel
- Dynamic Remarketing Campaigns
- Audience Exclusion & Frequency Control
- Claude AI Audience Research
- Live Client Remarketing Project

Phase 4 — AI & Career Mastery

Leverage AI tools, get certified, and launch your career.

Module 11: AI for Performance Marketing (10 topics)

- Claude AI for Campaign Strategy
- ChatGPT for Ad Copy & Landing Pages
- Gemini for Google Marketing Workflow
- Canva AI for Ad Creative Design
- Google AI Studio for Image & Video Ads
- AI Prompt Engineering
- AI Audience & Competitor Research
- AI Campaign Audit & Optimization
- AI Automation Workflows
- Complete AI Performance Marketing Project

Module 12: Resume & LinkedIn Optimization (8 topics)

- ATS Resume Creation
- LinkedIn Profile Optimization
- Performance Marketing Portfolio Website
- Personal Branding Strategy
- Job Search Strategy
- Freelancing Profile Setup
- Interview Preparation
- Placement & Client Acquisition Blueprint

Module 13: Google & Meta Certifications (10 topics)

- Google Skillshop Introduction
- Google Ads Search Certification
- Google Ads Measurement Certification
- Google Analytics 4 Certification
- Meta Blueprint Certification
- LinkedIn Marketing Labs Certification
- HubSpot Digital Marketing Certification
- AI Mock Tests & Practice Exams
- Certification Exam Strategy
- Build Your Certification Portfolio

Module 14: Interview Preparation (10 topics)

- HR Interview Preparation
- Google Ads Interview Questions
- Meta Ads Interview Questions
- GA4 & GTM Technical Questions
- Performance Marketing Case Study Round
- Media Buyer Practical Test
- AI Mock Interview with Claude
- Resume & Portfolio Review
- 100+ Frequently Asked Interview Questions
- Placement Drive & Mock Interview

Module 15: Freelancing & Agency Setup (8 topics)

- Freelancing Business Setup
- Fiverr Profile & Gig Creation
- LinkedIn Lead Generation
- Cold Email & WhatsApp Outreach
- Client Proposal & Quotation
- Agency Operations Setup
- Get Your First ₹25,000 Client
- Live Freelancing Project

Module 16: Real Client Projects (6 topics)

- Local Business Campaign
- E-commerce Campaign
- Lead Generation Campaign
- Real Estate Campaign
- Healthcare Campaign
- Education Campaign

Certification

- PMAcademy Performance Marketing certificate on completion
- Guided prep + practice tests: Google Ads Certification
- Guided prep + practice tests: Google Analytics (GA4) Certification
- Guided prep + practice tests: Meta Blueprint Certification

Free Bonuses (worth ₹25,000+)

- Meta Ads Interview Q&A — 100+ real questions with expert answers (2026 Edition)
- Google Ads Interview Q&A — 100+ real questions with expert answers (2026 Edition)
- Performance Marketing Resume — ATS-friendly guide, templates and examples
- 10K AI Prompts Library — 10,000+ ready-to-use prompts for marketing, SEO, freelancing and more

- Proposal Templates for Clients — 10+ professional templates for freelancers and agencies
- Google Ads, Meta Ads and Landing Page templates

Course Fee

SINGLE PAYMENT — BEST VALUE ₹20,000 Regular fee ₹25,000 — save ₹5,000	2-INSTALLMENT PLAN ₹12,500 + ₹12,500 Total ₹25,000 · second installment within 15 days
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Both options include ₹3,000 AI Website Credits + ₹3,000 Ads Credits for eligible course-related activities, plus the course-required products from the academy shop. Credits are not cash payouts or refunds. 7-day money-back guarantee.

Enrol / Contact

Phone / WhatsApp: [+91 70134 65445](tel:+917013465445)

Website: performancemarketingacademy.in