Performance
Marketing

Course Summary

Entri Elevate Paid Ads Digital Marketing course is an intensive job-oriented training program designed to provide a comprehensive understanding of performance marketing to students. The course is specifically tailored to equip students with the skills required to become job-ready performance marketers.

The course aims to build the foundations, practical skills, and industry knowledge needed to execute a successful performance campaign for any brand. The course covers basic marketing concepts and their practical applications, paid marketing, campaign optimization for different platforms and industries, data analysis, and data-driven decision-making. It also focuses on making students familiar with the tools and industry-standard procedures needed in a working environment to set up, run, optimize, analyze, and report the progress of their campaigns in real-life situations.

Course Summary

The course curriculum is designed to monitor the knowledge levels and working capacity of students through a series of quizzes, situation-based projects, live sessions, and a live workshop at the end of the course to maintain the standards of the students. Additionally, the course is taught in Malayalam to make it more accessible and inclusive for students who prefer learning in their native language.

Entri Elevate Paid Ads Digital Marketing course offers job placement assistance within one year of course completion to help students confidently transition into the workforce. The course has a pre-planned study plan that includes recorded sessions by industry experts and live sessions with mentors to help students clear doubts and gain an in-depth understanding of each module.

The course also includes other sessions focused on enabling the student to face job challenges early on in their careers. Overall, the course is designed to impart foundations, practical knowledge, and real-life experience to help students become job-ready performance marketers.

Objectives

To equip students with the foundational knowledge and practical skills required to become job-ready performance marketers.

To provide students with a comprehensive understanding of basic marketing concepts and their practical applications.

To teach students how paid marketing works and how to optimize campaigns for different platforms and industries.

To enable students to analyze data and make data-driven decisions to improve campaign performance.

To familiarize students with the tools and industry-standard procedures needed to set up, run, optimize, analyze, and report the progress of their campaigns in real-life situations.

To monitor the knowledge levels and working capacity of students through quizzes, situation-based projects, live sessions, and a live workshop at the end of the course to maintain high standards.

Objectives

To provide job placement assistance within one year of course completion to help students confidently transition into the workforce.

To offer a pre-planned study plan that includes recorded sessions by industry experts and live sessions with mentors to help students clear doubts and gain an in-depth understanding of each module.

To design the course for students new to performance marketing and those who want to enhance their skills and knowledge in this field.

To enable students to face job challenges early on in their careers by including additional sessions focused on job readiness.

With these objectives, the Entri Elevate Paid Ads Digital Marketing course aims to provide a comprehensive and practical education in performance marketing, equipping students with the skills and knowledge necessary to succeed in the workforce.

Points to Note

The course is taught in Malayalam to make it more accessible and inclusive for students who prefer learning in their native language.

The course offers job placement assistance within 1 year of course completion to help students confidently transition into the workforce.

The course has a pre-planned study plan that includes recorded sessions by industry experts and live sessions with mentors to help students clear doubts and gain an in-depth understanding of each module.

Points to Note

The course is suitable for students new to performance marketing and those who want to enhance their skills and knowledge in this field.

The course is also designed to impart foundations, and practice in real-life situations and also access the performance and knowledge levels of each student before the completion of the course.

The course will entail a lot of other sessions that will be focused on enabling the student to face job challenges early on in their careers.

Course Content

Module 1: Fundamentals of Marketing, Brand Building, Positioning & Digital Marketing

Module 2: Introduction to Competitor Analysis and Market Research

Module 3: Introduction to Paid Advertising

Module 4: Google Ads (Intro to SEM, Keyword Research, Key Metrics, Structuring

Module 5: Setting Up & Running Google Ads

Module 6: Meta Ads (Introduction to Social Media Ads, Targeting, Key Metrics, Structuring)

Module 7: Setting Up & Running Meta Ads

Module 8: Creatives - How to Write High-Performing Copies & Visuals

Module 9: Landing Page - Conversion Rate Optimisation

Course Content

Module 10a: How to Set up Projections and Media Plan

Module 10b: Direct v Programmatic

Module 10c: DV 360, Search 360, Google Ad Exchange

Module 11a: Introduction to Web Analytics

Module 11b: Google GA4

Module 11c: Tag Manager

Module 11d: Data Studio

Module 12: Introduction to Mobile App Marketing

With this comprehensive course, students will gain the skills and knowledge needed to succeed in the performance marketing field and become job-ready in a short period.

Paid Marketing Audience

The course is designed for students who are new to digital marketing and are planning to break into a career in digital marketing and specifically in performance marketing roles. The paid ads course in marketing is also structured for those who want to specialize their skills and knowledge in performance marketing.

Why Paid Ads at Entri Elevate?

As the name of the course, we at Entri Elevate aim to build job-ready skilled workforces for the industry. This course is no exception and is one of the first in the market to offer a paid ads specialist course for digital marketing beginners. The course is designed such that the students are given the foundations of marketing and digital marketing on the whole, then given high-skill additions in performance marketing campaigns to help them build, run, optimize, and analyze Google and Meta Ads. The course also provides real-world lessons on the essential tools that a performance marketer is required to use in a real-world scenario.

In Addition, Students who have passed the course criteria will be provided with job placement assistance from Entri as part of the course. Our industry-ready students are easily placed in organizations looking to build paid sales and lead-generation campaigns Performance marketers are also easily the most sought-after specialists in the already growing digital marketing field, as this is one of the specializations that enable firms to grow in sales and lead generation funnels in the fastest manner.

The Future & Scope of Digital Marketing

Digital marketing is rapidly gaining popularity as an effective way for businesses to reach their target audiences. As more and more consumers spend their time online, businesses are shifting their marketing budget shares from traditional marketing to digital ads. This shift is driven by the desire to reach consumers where they are spending their time and to take advantage of the many benefits that digital marketing offers.

One of the key advantages of digital marketing is the ability to create personalized ad campaigns that speak directly to the needs and preferences of individual consumers. By using data to understand consumer behavior and preferences, businesses can create highly targeted and relevant ad campaigns that are more likely to drive conversions. This personalized advertising approach is highly effective, with many businesses reporting increased engagement, higher click-through rates, and improved conversion rates.

The Future & Scope of Digital Marketing

Another key advantage of digital marketing is the ability to track and measure campaign performance in real time. With digital marketing, businesses can quickly analyze data and adjust their campaigns to better target their audiences. This faster optimization of audience relevancy enables businesses to improve the ROI of their marketing campaigns by ensuring that they are reaching the right people with the right message at the right time.

In conclusion, the future and scope of digital marketing and performance marketing are very promising, and businesses are increasingly recognizing the benefits of investing in these channels. With the ability to create highly personalized ad campaigns, track and measure performance in real-time, and optimize for audience relevancy, digital marketing is becoming an essential tool for businesses looking to drive measurable results and achieve a positive return on investment.

The Future & Scope of Digital Marketing

Entri Elevate Paid Ads Digital Marketing Course is designed to equip students with the skills and knowledge required to succeed in the dynamic field of digital marketing. With the growing demand for digital marketing skills and the increasing budget allocation towards digital marketing, the growth potential for students as individuals in their career paths is immense. The course's focus on real-life situations and access to the performance and knowledge levels of each student ensures that students are well-equipped to tackle job challenges early on in their careers.

Overall, Entri Elevate Paid Ads Digital Marketing Course is a perfect fit for anyone looking to build a career in digital marketing and take advantage of the many opportunities available in this exciting and growing field.

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For further details :

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