



AI-Powered

Performance Marketing Mastery





Searching for a career path that's



high-paying,

high-demand,

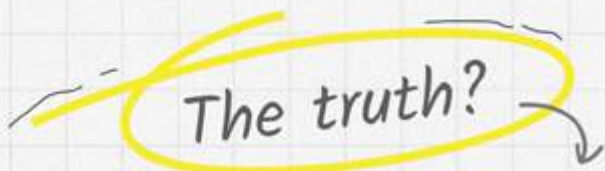
&

future-proof?



Many students dream of becoming performance marketers. You want a career that pays well and grows with time, *but something feels missing.* 

- ④ You watch free tutorials, but don't know if you're learning the right way.
- ④ You know ads are powerful, but you can't figure out how to apply them in real projects.
- ④ You struggle to use data to make smarter decisions.
- ④ Everything you learn online feels scattered and confusing.
- ④ You see others landing jobs in performance marketing and wonder, "What am I doing wrong?"
- ④ And while you're still learning, the digital world keeps changing every day.

The truth?

Without the right guidance, tools, and hands-on practice, it's almost impossible to turn knowledge into a career.

But don't worry, you're not alone. And this is exactly where our [AI-powered Performance Marketing Mastery Course](#) bridges the gap.

How we solve this for you



We don't just give you theory.

We guide you step by step.

1

Start with marketing fundamentals
so you don't feel lost.

2

Build a strong base with brand, funnel & strategy.

3

Learn ads that work – Google Ads,
Meta Ads, YouTube.

4

Master analytics, budgets & ROI – the real skills
employers need.

5

Gain confidence through live projects
so you don't just learn, you perform.



By the end, you'll have skills that make you
stand out in the job market.

Who this course is for



- A student or degree holder who wants a future-proof career and ready to put in effort
- Digital marketers who want to level up their career
- Anyone who is serious, ready to put effort, and hungry for results

If you can put in the effort, we'll take care of the rest.

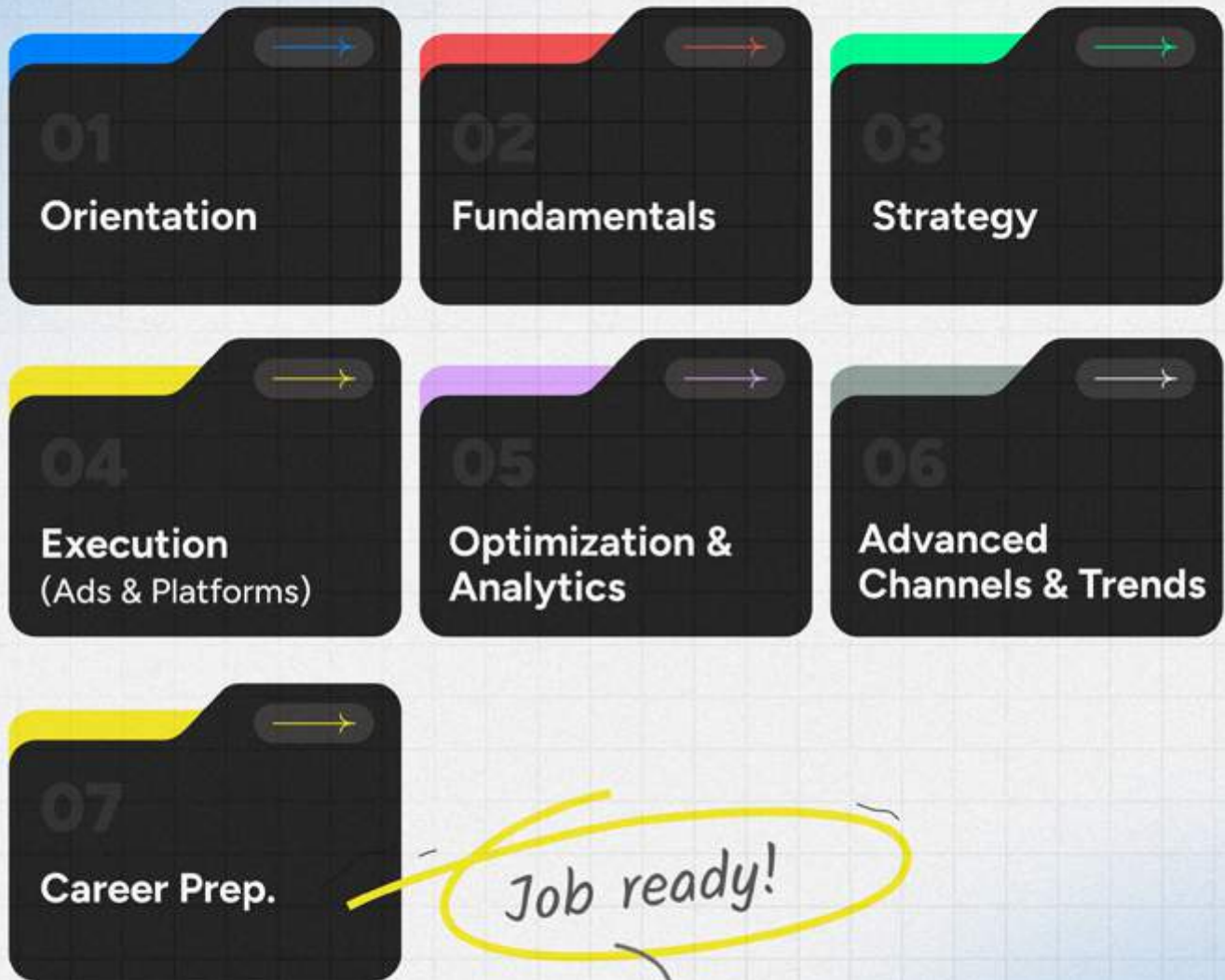
What's inside **the course**

(syllabus highlights) 

This course is **designed by industry professionals** to give you a 360° mastery of performance marketing from fundamentals to advanced ad campaigns.

What you'll learn

The structure follows a progressive journey:



Each module includes estimated hours, duration, subtopics, case studies, tools, and practical elements to ensure you're job-ready and confident.



01

Kickoff & Orientation – How to Learn Effectively



- ✓ Course overview, completion requirements, and success roadmap.
- ✓ How to learn effectively: Study plans, balancing theory/practice, time management, and mindset for performance marketing.
- ✓ Introduction to Entri App Dashboard, Slack community, and resources (recordings, notes).
- ✓ Placement guidance and community building.

02

Fundamentals of Marketing, Digital Marketing, and Performance Marketing



- ✓ Introduction to marketing principles and business functions.
- ✓ Traditional vs. digital marketing; platforms, channels, and ROI focus.
- ✓ Core of performance marketing: Metrics-driven strategies, KPIs (e.g., CPA, ROAS), and data-led decision-making.

03

Brand Building, Funnel & Go-to-Market Strategy



- ✓ Brand basics: Identity, story, voice, tone, and positioning (USP, value proposition).
- ✓ Audience targeting (TAM, SAM, SOM), competitor analysis, market gaps.
- ✓ Marketing funnels, buyer's journey, inbound/outbound channels.
- ✓ GTM strategies for launches and scaling.

04

Landing Page Design and E-Commerce Development (Shopify, Dropshipping, Amazon) ▼

- ✓ Landing page design principles: UX/UI, conversion optimization, A/B testing.
- ✓ Shopify setup: Store creation, themes, products, apps, payment gateways, SEO/CRO.
- ✓ Dropshipping basics & Affiliate Marketing basics
- ✓ Amazon Seller Central: Account setup, product listings, FBA vs. FBM, PPC on Amazon.

05

Social Media Marketing (Meta, LinkedIn, YouTube, Snapchat, TikTok, X) ▼

- ✓ Basics: Account setup, content strategy, audience research, organic growth.
- ✓ Platform-specific tactics: Meta (Facebook/Instagram), LinkedIn (B2B lead-gen), YouTube (organic SEO, thumbnails), Snapchat (AR filters, stories), TikTok (short-form virality, trends), X (real-time engagement, threads).
- ✓ Meta Ads (Advanced) : Campaign types/objectives, ad copy/creatives, retargeting, A/B testing, cross-platform integration.
- ✓ B2B vs. B2C strategies.



06

Google Ads from Basics to Advanced



- ✓ Basics: Introduction to Google Ads ecosystem, account setup, keyword research, ad creation.
- ✓ Search Ads: Keywords, match types, extensions.
- ✓ Display & Video Ads: Targeting, creatives, in-app advertising.
Shopping Ads & Google Merchant Center.
- ✓ Advanced: Bidding strategies/types (manual, automated, Smart Bidding), optimization, troubleshooting.

07

Media Buying, Attribution Models, Retargeting & Performance Optimization



- ✓ Media buying and attribution models.
- ✓ Retargeting across channels; performance optimization techniques.
- ✓ Budget strategy: Allocation, scaling, break-even analysis.

08

Budgeting, Bidding Strategies & ROI Optimization



- ✓ Budgeting frameworks: Media Plan, scheduling, calculations (CPA, AOV, CLV, churn).
- ✓ Bidding strategies/types: CPC, CPM, target ROAS, automation.
- ✓ ROI optimization: Testing, scaling, efficiency metrics.

09

Google Ads from Basics to Advanced



- ✓ Web analytics setup: Dashboards, metrics tracking, visualization.
- ✓ Tools integration: Google Analytics, Microsoft Clarity, Meta Pixel,
- ✓ Conversion Tracking, Tag Manager, Google Search Console (GSC).
- ✓ Reporting: Custom reports, attribution insights.
- ✓ Advanced: Data-driven decisions, heatmaps, event tracking.

10

Email, WhatsApp, and Direct Marketing



- ✓ Email: List building, automation, A/B testing, metrics.
- ✓ WhatsApp: API setup, chatbots, broadcasts, compliance.
- ✓ Integration with funnels.

11

Generative AI in Digital Marketing & Emerging Trends



- ✓ AI applications: Content optimization, analytics, strategy.
- ✓ Emerging trends.
- ✓ Tools for AI-driven workflows.



12

Affiliate Marketing, CRM, Automation



- ✓ Affiliate marketing: Networks, tracking, commissions.
- ✓ CRM setup: Workflows, integrations (Shopify, email, WhatsApp).
- ✓ Automation for scaling.

13

Soft Skills & Career Guidance

(with Canva Design Add-On)



- ✓ Client communication, interviews, CV/portfolio prep.
- ✓ Soft skills: Leadership, time management, creative problem-solving.
- ✓ Add-on: Canva for design (visuals for ads, reports, portfolios).

Special Features



Live Classes + Recorded Access



One-on-One Mentorship



Guest Mentor Sessions



Practical Projects & Case Studies



Add-on Courses Like,
Canva Designing &
Softskill Sessions

Certification
Upon Completion

(Course Completion, NSDC, Illinois)



100%
Placement
Assistance

Why choose entri?

We're not just a course, we're your career partner!

We are not just another training institute. We've been doing this for **8+ years**, helping more than **1500+ students** build careers in digital marketing.

Here's why entri's Performance Marketing course is different:

- ✓ **Expert Mentors:** Live classes with experienced mentors
- ✓ **Guest Mentors from Top Brands:** Learn from the best
- ✓ **Triple Certification Power:** Earn our Course Completion certificate, the prestigious Illinois international one, and NSDC accreditation – globally recognized badges for your resume.
- ✓ **Structured Projects:** Showcase your skills to employers
- ✓ **App-Based, Flexible Learning:** Structured syllabus on the Entri App – learn anytime, anywhere, with up to 1-year validity from your start date.
- ✓ **Soft Skills Training:** Communication, confidence, career growth
- ✓ **Placement Assistance:** We help you land the right job
- ✓ **Project-Driven Confidence:** Well-structured modules with practical projects to showcase your excellence and build unshakeable skills.
- ✓ **Up to 1 Year Access:** Recordings, notes & app-based learning support

This is not just learning. This is building your career.

Course Outcome



Run profitable
ad campaigns



Reduce ad spend &
maximize ROI



Land high-paying jobs
in performance
marketing



Become a data-driven
marketer, not just a
social media user

Ready to level up?

Enroll today!

Don't let another day slip by.

Spots fill fast. Secure yours now. 

4.8 ★

 Download
the app now