

2-3 MONTH

CERTIFICATE COURSE

CREATIVE PERFORMANCE MARKETING PROGRAM

CREATE. ADVERTISE. CONVERT. GROW.

Learn how to run high-converting ad campaigns using powerful creatives and data-driven strategies. This program combines performance marketing with graphic designing and video editing to help you generate leads, sales, and real business growth.



EXPERT
MENTORS



HANDS-ON
PROJECTS



CERTIFICATE
ON COMPLETION



ONLINE & OFFLINE
CLASSES

COURSE HIGHLIGHTS



**PERFORMANCE
MARKETING STRATEGY**
Learn proven strategies to
create winning campaigns.



**AUDIENCE & FUNNEL
MANAGEMENT**
Understand customers and
build high-converting funnels.



**AD COPY & CREATIVE
WRITING**
Write powerful ad copies
that convert.



**GRAPHIC DESIGNING
WITH CANVA**
Design professional ad
creatives and banners.



**VIDEO EDITING
WITH CAPCUT**
Create engaging reels
and short-form videos.



META ADS (FB & IG)
Run, optimize & scale
campaigns for leads
and sales.



GOOGLE ADS
Create search ads and
display ads that deliver
results.



ANALYTICS & TRACKING
Track performance with
GA4, GTM and UTM
parameters.



**RETARGETING &
AUTOMATION**
Re-engage audiences and
increase conversions.



REPORTING & OPTIMIZATION
Analyze, test, and optimize
campaigns for maximum
ROI.

TOOLS YOU'LL MASTER



Meta
Ads Manager



Facebook



Instagram



Google
Ads



Google
Analytics 4



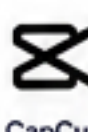
Google
Tag Manager



Google
Sheets



Canva



CapCut



Google Search
Console



Google Business
Profile



Looker
Studio

ENROLL NOW

Learn. Implement. Grow.
Build skills that build your career!

LIMITED SEATS - JOIN TODAY!



GLADSME
COMPUTER EDUCATION
Learn | Build | Succeed

CONTACT US

+91 999 555 6645
info@gladsme.com
www.gladsme.in

VISIT US

Hosanagadi, Manjeshwar,
Kasaragod, Kerala



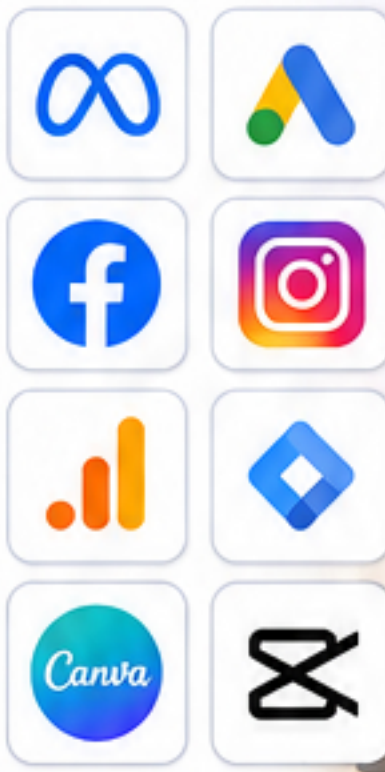
SCAN TO ENROLL



JOIN TODAY!



EMPOWER YOUR FUTURE WITH DIGITAL MARKETING SKILLS



MASTER MARKETING
STRATEGY & CREATIVITY
TO DRIVE **REAL RESULTS**



LEARN FROM
INDUSTRY EXPERTS



HANDS-ON PRACTICAL
TRAINING



CERTIFICATE
ON COMPLETION



INTERNSHIP & PLACEMENT
ASSISTANCE



REAL CAMPAIGNS &
LIVE PROJECTS



CAREER SUPPORT &
GROWTH GUIDANCE



COMPREHENSIVE CURRICULUM

01



MODULE 1
Performance Marketing Fundamentals
Basics, channels, KPIs and campaign lifecycle.

02



MODULE 2
Audience Research & Funnel Strategy
Customer journey, personas and funnel building.

03



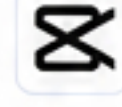
MODULE 3
Ad Copywriting & Creative Strategy
Hooks, offers, ad copy formulas and messaging.

04



MODULE 4
Graphic Designing with Canva
Design ad creatives, banners, carousels & thumbnails.

05



MODULE 5
Video Editing with CapCut
Edit reels, shorts and ad videos that convert.

06



MODULE 6
Meta Ads (Facebook & Instagram)
Campaign setup, targeting, optimization & scaling.

07



MODULE 7
Google Ads (Search & Display)
Keyword research, ad creation & bidding strategies.

08



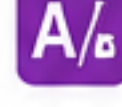
MODULE 8
Tracking & Analytics
GA4, GTM setup, events, conversions & UTM tracking.

09



MODULE 9
Retargeting & Conversion Optimization
Retargeting strategies and CRO techniques.

10



MODULE 10
A/B Testing & Campaign Optimization
Test creatives, audiences, placements & budget.

11



MODULE 11
Reporting & Performance Analysis
Dashboards, insights and data-driven decisions.

12



MODULE 12
Live Project & Campaign Launch
End-to-end campaign execution and presentation.



DURATION
2-3 MONTHS



MODE
ONLINE
+ OFFLINE



CERTIFICATE
ON
COMPLETION

CAREER OPPORTUNITIES



Performance
Marketer



Digital Marketing
Executive



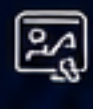
Media Buyer



Growth
Marketer



Content
Creator



Marketing
Analyst



Freelancer



Entrepreneur