



META ADS + Google Ads

A 1.5-Month, AI-Powered Program to Run & Scale Real Ad Campaigns

Performance Marketing • Pixel & Tracking • Live Campaign Projects

Duration 1.5 Months	Course Fee ₹7,999	Mode Offline, Aligarh
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Why Learn Meta Ads + Google Ads?

One smart campaign, one strong funnel, one clear message - that's enough to take a brand from unknown to unforgettable. This course teaches you to plan, launch, track and optimize real ad campaigns across Meta and Google, using AI-assisted targeting, ad copy and creative testing - the exact skills performance marketers use every day.

Who Can Join

- Students
- Marketing Professionals
- Business Owners
- Freelancers & Agency Aspirants
- Career Switchers

Program Highlights

- Zero Theory - 100% Practical, Hands-On Learning
- AI-Powered Targeting, Ad Copy & Creative Testing
- Real Pixel Setup, Custom Audiences & Live Campaign Launch
- Small Batch, Mentor-Led Live Sessions
- Certificate of Completion

Tools You Will Master

- Meta Ads Manager
- Meta Business Suite
- Google Ads
- Google Tag Manager
- Google Merchant Center
- Stape.io & GA4

Curriculum - Week by Week

WEEK 1-2

Meta Ads Foundations & Campaign Setup

- Ads Manager, campaign structure & objectives
- AI-powered targeting & budget optimization (CBO)
- Lead generation: forms, funnels & Meta Auto-Chat
- Facebook Pixel installation & Business Manager essentials

WEEK 3

Meta Ads Tracking & Audiences

- Live Pixel tracking & Conversion API (Stape.io)
- Custom & lookalike audiences: creation, types & usage
- Campaign performance analysis with AI tools
- Rule-based & creative automation in ad campaigns

WEEK 4

Google Search Ads (SEM)

- Ad objectives, bid strategies & AI-powered search campaign setup
- Keyword match types & negative keywords
- AI-powered ad copywriting (GravityWrite)
- Ad extensions: sitelink, call, location & callout

WEEK 5-6

Display, Video, Shopping & Portfolio Project

- Video campaigns, YouTube ads & remarketing with GA4 linking
- Shopping Ads setup via Google Merchant Center & Performance Max
- **Portfolio Project:** Meta Pixel + custom audiences setup, a Meta lead-generation campaign, and a Google Search + Display campaign

Get Certified

On successful completion, you will receive IIOL's **Meta Ads + Google Ads Certificate**, along with real campaign setups as proof of skill.

Ready to Run Real Ad Campaigns?

Duration: 1.5 Months | Fee: ₹7,999 | WhatsApp 92594 99005 to Register for a Free Demo