

SEVEN BOATS ACADEMY

Performance Marketing Masterclass: Google Ads & Meta Ads Mastery

 **Target Audience & Objective:** Specifically built for senior professionals, working marketers, and active job seekers. This course bridges the gap between high-level performance strategy and rigorous, end-to-end implementation to drive absolute ROI.

COURSE OPTIONS & FEE STRUCTURE

STANDARD TRACK

Core Performance Marketing

Duration: 2 Months (Weekly 2 Days | 1.5-2 hrs per class)

Regular Fee: ₹15,000

Recent Offer: ₹13,500

One-Shot Pay: ₹12,000 (Valid 14 Days)

ADVANCED STRATEGY

Advanced Performance + Internship

Duration: 2 Months Class + 1 Month Parallel Internship

Regular Fee: ₹25,000

Recent Offer: ₹22,500

One-Shot Pay: ₹21,000

DETAILED SYLLABUS MODULES

MODULE 1 • BOTH TRACKS

Performance Strategy & Unit Economics

Media buying math; Understanding ROAS, CAC, LTV, and MER (Marketing Efficiency Ratio); Building full-funnel projection models before spending budget.

MODULE 2 • BOTH TRACKS

Meta Ads Ecosystem & End-to-End Execution

Business Manager configuration; Deep dive into Pixel setup & Custom Conversions; Campaign architecture (ABO vs. CBO frameworks); Audience targeting fundamentals (Core, Custom, Lookalike).

MODULE 3 • BOTH TRACKS

Google Ads Core Mastery

Search infrastructure, keyword match types, and Auction Insights analysis; Display Network targeting; Responsive Search Ads (RSA) structural optimization; Quality Score engineering.

MODULE 4 • BOTH TRACKS

Tracking, UTM Architecture & Basic Analytics

Advanced UTM tagging schemas; Mapping ad networks inside Google Analytics 4 (GA4); Build custom client reporting dashboards for clean conversion insights.

MODULE 5 • ADVANCED COURSE EXCLUSIVE

Meta Ads Scaling Frameworks & Conversions API (CAPI)

Overcoming iOS data losses via Conversions API setup; Advanced horizontal and vertical scaling blueprints; Defeating creative fatigue; Structural bidding hacks (Cost Cap, Bid Cap).

MODULE 6 • ADVANCED COURSE EXCLUSIVE

Advanced Google Ads: Performance Max (PMax) & Smart Bidding

Mastering Performance Max structures; Google Merchant Center optimization for retail brands; Deep dive into Smart Bidding algorithms (tCPA, tROAS optimization); YouTube Video action loops.

MODULE 7 • ADVANCED COURSE EXCLUSIVE

Omnichannel Funnels & Native Programmatic Media Buying

Creating cross-channel sequential remarketing loops (Meta to Google, and vice-versa); Native advertisement hooks (Taboola / Outbrain architectures); Multi-touch attribution alignment models.

MODULE 8 • ADVANCED COURSE EXCLUSIVE

1-Month Parallel Live-Budget Internship

Hands-on application on ****actual live brand accounts****. Own real ad spend budgets, run real tests, analyze live performance matrix data, and earn an official Experience Letter.

CURRICULUM COMPARISON MATRIX

Features & Tool Blocks	Standard Track	Advanced Strategy Track
Meta & Google Ads Basics & Execution	✔ Full Coverage	✔ Full Coverage
UTM Architectures & GA4 Data Pipelines	✔ Included	✔ Included
Advanced Meta Scale & Conversions API (CAPI)	✘ Not Included	✔ In-Depth Implementation
Google Performance Max (PMax) Mastery	✘ Not Included	✔ Full Strategic Setup
Omnichannel Cross-Remarketing Frameworks	Basic Concepts	✔ Advanced Strategy Mapping
Parallel 1-Month Live Internship	✘ Demo Accounts Only	✔ Live Accounts & Real Budgets
Credentials Earned	Course Certificate	Course Certificate + Experience Letter

THE SEVEN BOATS ADVANTAGE

- **15+ Years of Unmatched Industry Leadership:** Learn media buying strategies crafted inside the active agency rooms of Seven Boats Info-System Pvt Ltd.
- **# Access to actual brand performance marketing tools and production server layers.**
- **Strategic Execution Framework:** Learn positioning, user psychology, content metrics, and margins data.
- **Small Elite Cohorts:** Built to ensure clear interaction and peer networking between senior executives and project leads.

Seven Boats Academy

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