

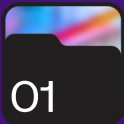
KNOVISTA

Performance Marketing

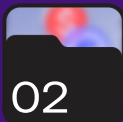


Route Map

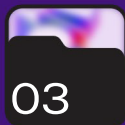
You wil Learn



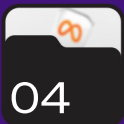
Introduction to
Performance Marketing



Foundations of
Paid Marketing



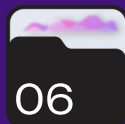
Google Ads



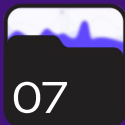
Meta Ads (Facebook
& Instagram)



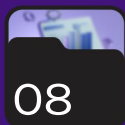
Analytics & Tracking



Analytics & Tracking



Optimization & Growth



Practical Tips & Final Task

Introduction to Performance Marketing

1. What is Performance Marketing?
2. Difference between Traditional, Digital, and Performance Marketing
3. Key Channels in Performance Marketing (Search, Social, Display, Affiliate)
4. Understanding the Funnel (Awareness > Conversion > Retention)
5. Important KPIs & Metrics (CPC, CPA, ROAS, LTV, CTR)



Foundations of Paid Marketing

1. Paid Ads vs. Organic Reach
2. How Auction & Bidding Work in Ads
3. Targeting Basics (Demographics, Interests, Behaviors)
4. Importance of Landing Pages & Conversion Rate
5. Ad Creatives: Copy, Visuals, CTAs
6. Budgeting & Ad Spend Planning





1. Overview of Google Ads Ecosystem
2. Search Campaigns Basics
3. Match Types (Broad, Phrase, Exact)
4. Ad Rank & Quality Score
5. Display Ads & Targeting Options

6. Video Ads (YouTube Basics)
7. Shopping Ads (for Ecommerce)
8. Smart Campaigns & Performance Max
9. Conversion Tracking in Google Ads
10. Optimizing Google Ads Campaigns

● Module 04



1. Why Meta Ads Matter in Performance Marketing
2. Business Manager Setup
3. Campaign Structure:
Campaign > Ad Set > Ads
4. Audience Targeting
(Custom, Lookalike, Interest)
5. Placements & Optimization
6. Ad Formats: Image, Video,
Carousel, Stories
7. Setting Up Pixel for Tracking
8. A/B Testing Ads on Meta
9. Reading Ads Manager Reports
10. Scaling Winning Campaigns



1. LinkedIn Ads Basics
2. Twitter (X) Ads Overview
3. Snapchat & TikTok Ads
4. Affiliate Marketing as Performance Marketing
5. Native Ads & Programmatic Buying
6. Spotify Ads
7. Pinterest Ads

Module 06



1. Web Analytics Overview (GA4)
2. UTM Parameters & Campaign Tracking
3. Understanding Attribution Models
4. Introduction to Google Tag Manager (GTM)
5. Setting Up Tags, Triggers, and Variables in GTM
6. Retargeting & Remarketing Concepts
7. Funnel Analysis & Dashboards
8. Introduction to Looker Studio: Creating Dashboards
9. Shopify Integration

Module 07



1. A/B Testing Strategies Beyond Ads
2. CRO (Conversion Rate Optimization) Basics
3. Landing Page Optimization Tips
4. Customer Lifetime Value & Retention Tactics
5. Scaling Campaigns Without Overspending
6. Common Mistakes in Performance Marketing



1. Future Trends in Performance Marketing (AI, Automation)
2. Final Checklist for Running Performance Campaigns

Final Task- Design, set up, track, and optimize a complete performance marketing campaign for a hypothetical or real product/service using Meta Ads