

TryAdRank

RANK. REACH. GROW.

PROFESSIONAL TRAINING PROGRAM

Google Ads & Meta Ads Program

20 Classes | 20 Modules | Hands-on, Practical Learning

Google Ads

Meta Ads

Claude

ChatGPT

Course Syllabus | Bhubaneswar, Odisha | tryadrnk.com

Program Overview

About the Program

This hands-on program teaches you to plan, launch, track and optimise paid campaigns on Google and Meta (Facebook and Instagram), and to use Claude and ChatGPT as AI assistants across the whole workflow.

Program Highlights

- 20 class-wise modules, one clear topic per day
- Live practice on real ad platform interfaces
- Strategy, creatives, tracking and optimisation
- Last 3 classes: AI for Google Ads and Meta Ads
- Capstone campaign plan in the final class
- Practical, assignment-based learning for every class

Your Learning Path

CLASSES 1 - 2

Foundations

Advertising basics, accounts and tracking

CLASSES 3 - 9

Meta Ads

Targeting, creatives, leads, sales and scaling

CLASSES 10 - 17

Google Ads

Search, keywords, tracking, PMax and optimisation

CLASSES 18 - 20

AI-Powered Ads

Claude and ChatGPT for strategy, copy and reporting

Note: Ad platforms update their features and policies often. Class content is kept aligned with current platform updates. Results depend on the business, offer and budget; no results are guaranteed.

Class-wise Syllabus at a Glance

01 Digital Advertising Foundations

02 Account Setup and Tracking Basics

03 Meta Ads Manager and Campaign Objectives

04 Audience Targeting on Meta

05 Meta Ad Creatives and Copywriting

06 Meta Pixel, Conversions API and Events

07 Lead Generation Campaigns on Meta

08 Sales, Catalog and Advantage+ Campaigns

09 Meta Optimisation, Scaling and Reporting

10 Google Ads Fundamentals

11 Keyword Research and Search Campaigns

12 Ad Copy, Assets and Landing Pages

13 Conversion Tracking, GA4 and Tag Manager

14 Display and YouTube Ads

15 Performance Max and Demand Gen

16 Local and Lead-Gen Campaigns on Google

17 Google Ads Optimisation, Bidding and Reporting

18 AI for Ad Strategy and Research (Claude and ChatGPT)

19 AI for Creatives, Copy and Landing Pages

20 AI for Optimisation, Reporting and Capstone

01

Digital Advertising Foundations

WHAT YOU WILL LEARN

- How paid advertising works: auction, reach, relevance
- Marketing funnel: awareness, consideration, conversion
- Choosing the right platform: Meta vs Google
- Setting goals, KPIs and realistic ad budgets
- Understanding CPM, CPC, CTR, CPL, CPA and ROAS
- Ad policies and ethical advertising basics

HANDS-ON ACTIVITY

Define a campaign goal, budget and KPI sheet for a sample local business.

AI ASSIST

Use AI to turn a vague business idea into a clear advertising goal.

OUTCOME

Plan any ad campaign with a clear goal, funnel and budget.

02

Account Setup and Tracking Basics

WHAT YOU WILL LEARN

- Meta Business Suite, Business Manager and Ad Account
- Facebook Page and Instagram professional account
- Google Ads account and billing basics
- Pixel, Google tag and GA4: what they track
- Website and landing page checklist for ads
- Access, roles and account safety

HANDS-ON ACTIVITY

Set up business assets and a tracking checklist for a practice account.

AI ASSIST

Ask AI to create a pre-launch checklist for your business type.

OUTCOME

Own a clean, correctly structured advertising setup.

03

Meta Ads Manager and Campaign Objectives

WHAT YOU WILL LEARN

- Campaign, Ad Set and Ad structure
- Objectives: Awareness, Traffic, Engagement, Leads, Sales
- Budget types: daily vs lifetime
- Placements: Feed, Stories, Reels and Advantage+ placements
- Schedule, delivery and learning phase
- Naming conventions for organised accounts

HANDS-ON ACTIVITY

Build a complete campaign structure in Ads Manager (draft, not published).

AI ASSIST

Use AI to match a business offer to the correct objective.

OUTCOME

Choose the right objective and structure for every goal.

04

Audience Targeting on Meta

WHAT YOU WILL LEARN

- Core audiences: location, age, interests, behaviour
- Custom audiences: website, engagement, customer list
- Lookalike audiences and when to use them
- Broad targeting and Advantage+ audience
- Local business targeting for Odisha and India
- Audience overlap and exclusions

HANDS-ON ACTIVITY

Create three audience sets for one business and compare their logic.

AI ASSIST

Ask AI to brainstorm audience segments and pain points.

OUTCOME

Build audiences that match real customer intent.

05

Meta Ad Creatives and Copywriting

WHAT YOU WILL LEARN

- Creative formats: image, video, carousel, Reels
- Hook, offer and call to action framework
- Design basics for high-attention creatives
- Writing primary text, headline and description
- Creative testing: one variable at a time
- Brand consistency and policy-safe messaging

HANDS-ON ACTIVITY

Prepare 3 creative concepts with copy for a service business.

AI ASSIST

Draft ad copy variations with AI, then edit in your brand voice.

OUTCOME

Create scroll-stopping, policy-safe ads with clear offers.

06

Meta Pixel, Conversions API and Events

WHAT YOU WILL LEARN

- What the Pixel and Conversions API do
- Standard events: Lead, Purchase, Contact, ViewContent
- Events Manager and Test Events
- Domain verification and aggregated event measurement
- Tracking WhatsApp and call clicks
- Common tracking errors and fixes

HANDS-ON ACTIVITY

Install and test a Pixel event on a sample landing page.

AI ASSIST

Use AI to explain error messages and plan an event map.

OUTCOME

Track results accurately and trust your data.

07

Lead Generation Campaigns on Meta

WHAT YOU WILL LEARN

- Instant Forms: fields, questions and privacy
- Website lead campaigns vs Instant Forms
- Click-to-WhatsApp and Messenger campaigns
- Lead quality: filters and follow-up flow
- CRM sheet and response-time discipline
- Cost per lead benchmarks: how to judge them

HANDS-ON ACTIVITY

Design a lead campaign flow, from ad to WhatsApp follow-up.

AI ASSIST

Create follow-up message templates with AI.

OUTCOME

Launch lead campaigns that bring qualified enquiries.

08

Sales, Catalog and Advantage+ Campaigns

WHAT YOU WILL LEARN

- Sales objective and conversion optimisation
- Product catalog and dynamic ads basics
- Advantage+ shopping and automation features
- Retargeting: website visitors and video viewers
- Offers, urgency and landing page alignment
- Funnel structure: cold, warm and hot audiences

HANDS-ON ACTIVITY

Map a three-stage funnel with budget split for an online store.

AI ASSIST

Use AI to write retargeting angles for each funnel stage.

OUTCOME

Build a full-funnel strategy for sales campaigns.

09

Meta Optimisation, Scaling and Reporting

WHAT YOU WILL LEARN

- Reading Ads Manager metrics and breakdowns
- When to wait, edit, pause or duplicate
- Budget scaling methods and their risks
- Ad fatigue, frequency and creative refresh
- Troubleshooting rejected ads and low delivery
- Simple weekly report format for clients

HANDS-ON ACTIVITY

Analyse a sample performance sheet and write optimisation actions.

AI ASSIST

Paste exported data into AI and get an insight summary.

OUTCOME

Make confident optimisation decisions from data.

10

Google Ads Fundamentals

WHAT YOU WILL LEARN

- Google Ads auction, Ad Rank and Quality Score
- Campaign types: Search, Display, Video, PMax, Demand Gen
- Account structure: campaigns, ad groups, ads
- Match types and intent-based search
- Budgets, bids and delivery settings
- Google Ads interface tour and Experts mode

HANDS-ON ACTIVITY

Create an account structure plan for a service business.

AI ASSIST

Use AI to explain Google Ads terms in simple language.

OUTCOME

Understand how Google Ads decides who wins the click.

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Keyword Research and Search Campaigns

WHAT YOU WILL LEARN

- Search intent: informational, commercial, transactional
- Keyword Planner and research workflow
- Keyword grouping and ad group themes
- Negative keywords and search term reports
- Location, language and device targeting
- Building a Search campaign step by step

HANDS-ON ACTIVITY

Build a keyword list of 30+ terms with negative keywords.

AI ASSIST

Ask AI to expand keyword ideas, then validate them in Planner.

OUTCOME

Set up focused Search campaigns that avoid wasted spend.

12

Ad Copy, Assets and Landing Pages

WHAT YOU WILL LEARN

- Responsive Search Ads: headlines and descriptions
- Assets: sitelinks, callouts, call, location, lead form
- Matching ad message to landing page
- Landing page structure that converts
- Ad Strength: what it means and what it does not
- Policy and trademark guidelines

HANDS-ON ACTIVITY

Write a full RSA with 15 headlines and 4 descriptions.

AI ASSIST

Generate headline variations with AI and check for policy fit.

OUTCOME

Write search ads and pages that earn clicks and enquiries.

13

Conversion Tracking, GA4 and Tag Manager

WHAT YOU WILL LEARN

- Conversion actions: forms, calls, WhatsApp clicks
- Google Tag Manager basics: tags, triggers, variables
- GA4 events and linking with Google Ads
- Enhanced conversions and consent basics
- Testing and debugging tags
- Attribution models in simple language

HANDS-ON ACTIVITY

Set up a form or call-click conversion in a practice property.

AI ASSIST

Use AI to plan tag and trigger logic, then verify manually.

OUTCOME

Measure what matters and feed accurate data to Google.

14

Display and YouTube Ads

WHAT YOU WILL LEARN

- Role of Display and Video in the funnel
- Responsive Display ads and creative needs
- YouTube formats: in-stream, in-feed, Shorts
- Audience signals, segments and remarketing
- Placement exclusions and brand safety
- Video script structure for the first 5 seconds

HANDS-ON ACTIVITY

Draft a short YouTube ad script and audience plan.

AI ASSIST

Create video script options with AI and refine the hook.

OUTCOME

Use video and display for awareness and retargeting.

15

Performance Max and Demand Gen

WHAT YOU WILL LEARN

- How Performance Max works and when to use it
- Asset groups, audience signals and feeds
- Demand Gen campaigns across Google surfaces
- Inputs that guide automation
- Reading results with limited visibility
- Common mistakes with automated campaigns

HANDS-ON ACTIVITY

Plan asset groups and signals for a sample business.

AI ASSIST

Ask AI to organise assets into themed asset groups.

OUTCOME

Use Google automation with control and clear inputs.

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Local and Lead-Gen Campaigns on Google

WHAT YOU WILL LEARN

- Local intent and location targeting strategy
- Call ads, location assets and Google Business Profile link
- Ad scheduling for service businesses
- Lead quality and call tracking basics
- Budget planning for a small local business
- Combining SEO, GBP and Ads for local growth

HANDS-ON ACTIVITY

Create a local campaign plan for a business in Odisha.

AI ASSIST

Use AI to draft local landing page and ad angles.

OUTCOME

Run local campaigns that drive calls and visits.

17

Google Ads Optimisation, Bidding and Reporting

WHAT YOU WILL LEARN

- Bidding strategies: manual, Maximise Conversions, tCPA, tROAS
- Search terms, Quality Score and Impression Share
- Budget pacing and bid adjustments
- Experiments and A/B testing
- Weekly and monthly optimisation routine
- Client reporting: what to show and how

HANDS-ON ACTIVITY

Run an optimisation audit on a sample account export.

AI ASSIST

Use AI to turn raw metrics into a clear action list.

OUTCOME

Improve performance with a repeatable optimisation routine.

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AI for Ad Strategy and Research (Claude and ChatGPT)

WHAT YOU WILL LEARN

- Claude vs ChatGPT: strengths and best uses
- Prompt framework: role, context, task, format
- Customer research and persona building with AI
- Competitor and offer analysis with AI
- Keyword and audience idea generation
- Fact-checking AI output and protecting client data

HANDS-ON ACTIVITY

Build a complete campaign strategy for one business using AI prompts.

AI ASSIST

Save a reusable prompt library for research and planning.

OUTCOME

Plan Meta and Google campaigns faster with AI as your assistant.

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AI for Creatives, Copy and Landing Pages

WHAT YOU WILL LEARN

- Writing Meta primary text, headlines and hooks with AI
- Google RSA headlines and descriptions with AI
- Creative briefs and video scripts with AI
- Landing page copy and FAQ drafting
- Brand voice prompts and editing AI output
- Policy-safe copy review checklist

HANDS-ON ACTIVITY

Produce a full ad pack: 5 Meta ads, 1 RSA and landing page copy.

AI ASSIST

Give AI your brand voice, then compare multiple versions.

OUTCOME

Create a complete, on-brand ad pack in a fraction of the time.

20

AI for Optimisation, Reporting and Capstone

WHAT YOU WILL LEARN

- Analysing exported Meta and Google data with AI
- Finding wasted spend and creative winners
- Weekly client report drafts with AI
- Building simple AI-assisted workflows
- Capstone: plan a live-ready Meta and Google campaign
- Next steps: portfolio, freelancing and agency career

HANDS-ON ACTIVITY

Present your capstone campaign plan and optimisation strategy.

AI ASSIST

Use AI to write your report and your next-step action plan.

OUTCOME

Complete the program with a capstone you can show with confidence.

Ready to Start Your Ads Career?

Talk to the TryAdRank team about batches, details and enrolment.

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