

Expert-led Paid Ads Mentorship

Take your journey to the NEXT LEVEL with
AI-driven strategies and insights to
become a Top 1% Paid Ads Specialist!



Why Paid Ads is a Smart Career Move?

In today's fast-evolving digital world, businesses are investing more than ever in paid advertising to reach the right audience at the right time.

This is where Paid Ads specialists play a crucial role, leveraging platforms like Google, Facebook, and Instagram to drive measurable business growth.

With data-driven strategies and AI-powered insights, they craft high-impact campaigns that maximize ROI and scale brands efficiently.

As a Paid Ads specialist, you'll be in high demand, working with startups, agencies, and global brands to generate leads, conversions, and revenue.

Are you ready to step into one of the most lucrative and dynamic careers in digital marketing?

\$723.6 Bn

Paid Advertising Market
Cap By 2028

₹11,00,000

Average annual CTC

32,000+

Digital Marketing related
jobs on LinkedIn

TOP COMPANIES HIRING IN THIS INDUSTRY

paytm

Disney+ hotstar

zomato

Razorpay

Google

prime video

Performics

zepto

SWIGGY

How does this Program work?

An **8-week mentorship program** focused on mastering Facebook, Instagram, and Google Ads. Learn from experts, gain hands-on experience, and unlock the skills needed to land your dream job or scale your business with high-impact paid advertising strategies!



8-Weeks

Duration

40+

Learning Hours

5-6 Hours

Weekly Commitment

NO

Pre-requisite

5-10

Batch Size

You can learn Paid Ads from anywhere.
**But if you want to become the best, there is no better place
than *Next Level School*.**

With an unmatched level of expertise, guidance, and AI-enhanced resources, Next Level School's Expert-led Paid Ads Mentorship is designed to empower you in taking your to the Next Level.



Who is this Program for?



Marketing Professionals Seeking Career Growth

This course is ideal for marketers looking to boost their career, outshine competitors, and master the ever-changing digital world.



Small Business Owners & Entrepreneurs

This course empowers small business owners and entrepreneurs to expand their reach, enhance brand visibility, and drive leads through digital marketing.



College Students

This course helps students launch their careers by covering essential and advanced digital marketing skills needed in this booming industry.



Career Switchers

This course is ideal for career switchers ready to explore digital marketing. It equips you with skills for a smooth industry transition.



What will You learn?

Week 1

∞ Facebook Ads Fundamentals & Setup

- What is Facebook Advertising?
- Benefits of Facebook Advertising
- Understanding Facebook Ads Ecosystem
- Creating a Facebook Business Manager Account
- Setting Up Your Facebook Ads Account
- Navigating Facebook Ads Manager
- Overview of Campaigns, Ad Sets, and Ads
- Campaign Objectives and Their Uses
- Choosing the Right Objective for Your Goal

Week 2

∞ Facebook Ads Strategy and Optimization

- Ad copy and creative fundamentals
- Facebook ad formats and placements
- Audience targeting and lookalike audiences
- Budget, bidding, and CBO strategies
- Choosing the right ad placements
- Troubleshooting ad rejections and restrictions
- Using UGC content for better performance
- Policy compliance and best practices

Week 3

∞ Traffic Campaign Setup

- Setting up website traffic ads
- Understanding Facebook Insights
- Brand safety measures and best practices

Week 3 (Cont.)

Facebook Pixel Setup

- Installing Facebook Pixel
- Event tracking setup
- Creating custom conversions
- Verifying Pixel implementation
- Troubleshooting Pixel issues

Week 4

Lead Generation, E-commerce & Retargeting Ads

- Lead generation ad setup
- Lead form and call leads
- Instagram and WhatsApp lead ads
- Facebook Shopping and dynamic ads
- Product feed setup
- Retargeting campaign setup
- Audience segmentation for retargeting
- Conversion tracking setup
- Performance reporting and analysis
- Using data for optimization

Week 5

Google Ads Setup & Keyword Strategy

- Google Ads overview and benefits
- Account setup and billing
- Google Ads interface walkthrough
- Campaign types and selection
- Keyword match types
- Using Google Keyword Planner
- Building and forecasting keyword lists
- Competitor ad analysis
- Keyword profitability calculation

Week 6



Google Ads Bidding Targeting and Search Ads

- Understanding bidding strategies and budgets
- Manual CPC, Enhanced CPC, Target CPA, Target ROAS
- Setting budgets for maximum ROI
- Google Ads audience targeting
- Custom and in-market audiences
- Using remarketing lists effectively
- Setting up a search campaign
- Using ad extensions (Sitelinks, Callouts, Snippets)
- Best practices for ad extensions

Week 7



Display Video and Shopping Ads

- Overview of display campaigns
- Creating and targeting display ads
- Introduction to video ads
- Setting up YouTube video campaigns
- Video campaign targeting options
- Google Shopping Ads overview
- Setting up Merchant Center account
- Creating a shopping campaign

Week 8



Google Ads Optimization and Advanced Strategies

- Key performance metrics and reporting
- Conversion tracking and campaign optimization
- Google Analytics integration and analysis
- Smart campaigns and automated bidding
- A/B testing and Quality Score improvement
- Dynamic search ads and remarketing setup
- Dynamic remarketing for e-commerce

What Our Learners Say?



Rainbow Arts was something my mom and I started as a small hobby, but this course showed us how to turn it into a proper business. Learning about Facebook ads and Instagram marketing helped us scale beyond our neighborhood. Orders are now pouring in from all over the world!

Isha Saluja
Owner - Rainbow Arts



As the founder of Brorio Media, I always thought I needed a big budget to market my production company. This program taught me strategies like retargeting and SEO that fit my budget and delivered real results. I've gained two new clients in just a month!

Prakhar Bhatnagar
Founder - Brorio Media



The Expert-Led Paid Ads Mentorship program at Next Level School was a game-changer for my tutoring business. The hands-on guidance helped me master Meta and Google Ads, enabling me to reach more students effectively. Highly recommend it to anyone looking to scale their business through paid advertising!

Gurasis Kaur
Founder - Will&Way



Your Journey to *The Next Level* Starts Here →



Fill out the
application
form



Application
review by
our team



Selected
candidates
receive an
email



**Next Level
School**

Got more questions for us?
Feel free to reach out to us at hi@nextlevelschool.io or
message us at **+91 9911550987**

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