

TECKEY EDU PRESENTS

# Performance Marketing

## Meta Ads Mastery Program

Master Facebook & Instagram advertising from zero to advanced — run profitable campaigns, scale ad spend, and deliver real results for any business.

**10 Weeks**

Duration

**20+**

Live Sessions

**10+**

Assignments

**Yes**

Certificate

### ABOUT THIS COURSE

This is not a theory course. The Teckey Edu Meta Ads Mastery Program is a hands-on, practical training designed to turn beginners into confident Meta advertisers. You will work with real ad accounts, real budgets, and real campaigns from Day 1.

Whether you want to run ads for your own business, land a high-paying job as a media buyer, or offer Meta Ads as a freelance service — this course gives you the complete skill set.

### Who Is This Course For?

Business owners, freelancers, marketing professionals, job seekers, and anyone who wants to generate results using Meta advertising.

| This course IS for you if...   | This course IS for you if...  |
|--|---|
| <ul style="list-style-type: none"> <li>✓ Business owners wanting more leads &amp; sales</li> </ul> | <ul style="list-style-type: none"> <li>✓ Agency professionals handling client accounts</li> </ul>   |
| <ul style="list-style-type: none"> <li>✓ Freelancers adding Meta Ads to their services</li> </ul>  | <ul style="list-style-type: none"> <li>✓ E-commerce store owners</li> </ul>                         |
| <ul style="list-style-type: none"> <li>✓ Fresh graduates entering digital marketing</li> </ul>     | <ul style="list-style-type: none"> <li>✓ Content creators wanting to boost reach</li> </ul>         |
| <ul style="list-style-type: none"> <li>✓ Marketing executives upskilling</li> </ul>                | <ul style="list-style-type: none"> <li>✓ Career switchers entering performance marketing</li> </ul> |
| <ul style="list-style-type: none"> <li>✓ Entrepreneurs scaling their brand online</li> </ul>       | <ul style="list-style-type: none"> <li>✓ Anyone with zero ads experience</li> </ul>                 |

### COMPLETE CURRICULUM

The course is structured across 10 modules, progressing from absolute fundamentals to advanced campaign optimization. Every module includes video lessons, practical tasks, and Q&A sessions.

### Phase 1 — Foundation (Weeks 1–2)

M1

**Meta Advertising Fundamentals**

- What is Meta Ads & why it works
- Facebook vs Instagram advertising differences
- Understanding the Meta Ads ecosystem
- Business Manager & Ad Account setup
- Meta Pixel — installation & verification
- Facebook Page & Instagram profile prerequisites

M2

**Understanding the Meta Algorithm**

- How the Meta algorithm decides who sees your ad
- Auction system & relevance score explained
- Learning phase — what it is and how to exit it faster
- Ad fatigue — identifying & preventing it
- Understanding CPM, CPC, CTR, ROAS, and key metrics

**Phase 2 — Campaign Structure (Weeks 3–4)**

M3

**Campaign Objectives & Structure**

- The Meta campaign hierarchy: Campaign → Ad Set → Ad
- Choosing the right campaign objective (Awareness, Traffic, Leads, Sales)
- Awareness campaigns — Reach & Brand Awareness
- Traffic campaigns — driving website & profile visits
- Engagement campaigns — post engagement, video views
- Lead Generation campaigns — Instant Forms setup

M4

**Audience Targeting Masterclass**

- Core Audiences — demographics, interests, behaviours
- Custom Audiences — website visitors, customer lists, video viewers
- Lookalike Audiences — creation & best practices
- Audience size: finding the right balance
- Audience overlap & how to avoid it
- Saved audiences vs retargeting audiences

**Phase 3 — Ad Creatives & Copywriting (Weeks 5–6)**

M5

**Ad Formats & Creative Strategy**

- Single Image ads — best practices & specs
- Video ads — formats, lengths, and hooks
- Carousel ads — when and how to use them
- Collection ads & Instant Experience (Canvas)
- Stories & Reels ads — vertical creative guidelines
- Creative testing methodology — what to test first

M6

**Ad Copywriting for Meta**

- The anatomy of a high-converting Meta ad
- Writing primary text, headlines & descriptions
- Hook formulas that stop the scroll
- Pain-point vs aspiration-based copy
- CTAs — which ones work and when
- A/B testing copy variations effectively

## Phase 4 — Budget, Bidding & Optimization (Weeks 7–8)

**M7**

### Budgets & Bidding Strategies

- Campaign Budget Optimization (CBO) vs Ad Set Budget (ABO)
- Daily budget vs lifetime budget
- Bidding strategies — Lowest Cost, Cost Cap, Bid Cap, ROAS Target
- When to use each bidding strategy
- Budget allocation across cold & warm audiences
- Scaling budgets without destroying performance

**M8**

### Campaign Optimization & Troubleshooting

- Reading Ads Manager data — what matters & what doesn't
- When to edit, pause, or kill an ad
- Frequency, CPM & CTR benchmarks by industry
- Diagnosing poor performance — a systematic approach
- Ad scheduling — when your audience is most active
- Conversion window settings & attribution

## Phase 5 — Advanced Strategies (Weeks 9–10)

**M9**

### Retargeting & Funnel Strategy

- Building a full Meta Ads funnel (TOFU–MOFU–BOFU)
- Cold audience campaigns vs warm retargeting
- Website visitor retargeting — page-level segmentation
- Video view retargeting — % watched audiences
- Dynamic ads — product catalogue retargeting
- Exclusion audiences to avoid wasted spend

**M10**

### Scaling & Reporting

- Horizontal scaling — duplicating winning ad sets
- Vertical scaling — increasing budgets safely
- Broad audience scaling with Advantage+ campaigns
- Building client reports in Meta Ads Manager
- Monthly performance review framework
- Freelancer workflow — managing multiple client accounts

| Platform / Tool                      | Platform / Tool               |
|--------------------------------------|-------------------------------|
| Meta Ads Manager                     | Audience Insights             |
| Meta Business Suite                  | Meta Creative Hub             |
| Facebook Events Manager              | Google Sheets (for reporting) |
| Meta Pixel Helper (Chrome Extension) | Canva (for ad creatives)      |

### WHAT YOU WILL BE ABLE TO DO

**By the end of this program, you will independently run, optimize, and scale Meta Ad campaigns for any business.**

These are real, job-ready skills — not just theory.

### Career & Business Outcomes

- Run profitable Meta Ads campaigns from scratch for your own business
- Offer Meta Ads as a freelance service and charge premium fees
- Get hired as a Media Buyer, Performance Marketer, or Paid Social Specialist
- Work at a digital marketing agency managing client ad accounts
- Build lead generation systems for local businesses and D2C brands
- Confidently manage ad spends from ₹5,000/month to ₹5,00,000+/month

### COURSE FORMAT & SCHEDULE

| Detail            | Information                   |
|-------------------|-------------------------------|
| Duration          | 10 Weeks                      |
| Mode              | Live Online + Recorded Access |
| Session Frequency | 2 Sessions per Week           |
| Session Length    | 90 Minutes per Session        |
| Language          | Hindi + English (Hinglish)    |
| Batch Size        | Limited (Max 30 Students)     |

### CERTIFICATION

Upon successfully completing all modules and assignments, students receive the Teckey Edu Certificate in Performance Marketing — Meta Ads Mastery. This certificate is signed, branded, and shareable on LinkedIn to boost your profile.

| Criteria to Earn Your Certificate | Criteria to Earn Your Certificate |
|-----------------------------------|-----------------------------------|
| Complete all 10 modules           | Pass the final campaign audit     |

|                                     |  |
|-------------------------------------|--|
| Submit all practical assignments    | Build & present a real campaign                |
| Attend minimum 80% of live sessions | Certificate issued within 7 days of completion |

### WHY CHOOSE TECKEY EDU?

| Our Commitment to You              | Our Commitment to You           |
|------------------------------------|---------------------------------|
| ✦ Industry-Practitioner Trainers   | ✦ Lifetime Access to Recordings |
| ✦ Hands-On from Day 1              | ✦ Community & Peer Network      |
| ✦ Real Ad Account Practice         | ✦ Post-Course Support           |
| ✦ Small Batch — Personal Attention | ✦ Job & Freelance Guidance      |

## Ready to Master Meta Ads?

Seats are limited. Join the next batch and start running real campaigns within your first week.

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