

# **Google and Facebook Ads Training Syllabus**

CorporateSpace Digital Marketing Academy

Comprehensive Course for Mastering Paid Advertising

Last Updated: August 2025

<https://corporatespace.in/google-and-facebook-ads>

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# **1 Course Overview**

This course equips participants with the skills to design, manage, and optimize effective advertising campaigns on Google Ads and Facebook Ads platforms. Through hands-on training, case studies, and real-world applications, learners will master targeting strategies, ad creation, budget management, and performance tracking to drive business growth. The syllabus is designed for beginners and intermediate marketers, with a focus on practical, corporate-relevant outcomes.

## **1.1 Course Objectives**

- Understand the fundamentals of digital advertising on Google and Facebook.
- Create and manage high-performing ad campaigns tailored to business goals.
- Leverage AI-driven tools and analytics for campaign optimization.
- Develop strategies for audience targeting, budget allocation, and ROI measurement.

## **1.2 Course Duration**

- Total: 24 hours (12 hours per platform)
- Format: Live online or onsite, split into 6 sessions of 4 hours each

## **1.3 Target Audience**

- Marketing professionals
- Small business owners
- Corporate teams aiming to upskill in digital advertising

# **2 Module 1: Introduction to Digital Advertising**

## **2.1 Overview of Digital Advertising**

- Importance of digital ads in modern marketing
- Comparing Google Ads and Facebook Ads: Strengths and use cases
- Key metrics: CPM, CPC, CTR, ROAS, and ROI

## **2.2 Setting Campaign Goals**

- Brand awareness, lead generation, conversions, and app installs
- Aligning goals with business objectives

# **3 Module 2: Google Ads Fundamentals**

## **3.1 Understanding Google Ads**

- How Google Ads works: Search, Display, YouTube, and Performance Max
- Google's AI-driven ad optimization
- Campaign types: Search, Display, Shopping, Video, App

### **3.2 Setting Up a Google Ads Campaign**

- Account setup and linking Google accounts
- Selecting campaign goals (e.g., sales, leads, brand awareness)
- Keyword research and targeting strategies
- Budget allocation and bidding options (CPC, CPM)

### **3.3 Creating Effective Ads**

- Writing compelling headlines and descriptions
- Using dynamic image assets and responsive display ads
- Best practices for ad formats (text, image, video)

### **3.4 Tracking and Optimization**

- Setting up conversion tracking
- Analyzing performance metrics in Google Ads dashboard
- Optimizing campaigns for higher ROI

## **4 Module 3: Facebook Ads Fundamentals**

### **4.1 Understanding Facebook Ads**

- Facebook's advertising ecosystem: Newsfeed, Stories, Instagram
- Audience targeting based on demographics, interests, and behaviors
- Ad formats: Carousel, Stories, Video, and Collection

### **4.2 Setting Up a Facebook Ads Campaign**

- Navigating Facebook Ads Manager
- Defining campaign objectives (awareness, consideration, conversion)
- Audience segmentation and custom audiences
- Budgeting and bidding strategies

### **4.3 Crafting Engaging Ads**

- Designing visually appealing ad creatives
- Writing effective ad copy for social engagement
- A/B testing ad variations

### **4.4 Performance Tracking and Optimization**

- Using Facebook Pixel for conversion tracking
- Interpreting analytics and insights
- Retargeting strategies for higher conversions

## **5 Module 4: Advanced Strategies for Google and Facebook Ads**

### **5.1 Cross-Platform Integration**

- Combining Google and Facebook Ads for a hybrid strategy
- Retargeting across platforms
- Maximizing reach with Performance Max and Demand Gen campaigns

### **5.2 Leveraging AI and Automation**

- Google's AI for ad optimization and dynamic assets
- Facebook's automated ad placement and optimization tools
- Using AI to identify high-intent audiences

### **5.3 Case Studies and Real-World Applications**

- Analyzing successful campaigns (e.g., 675% ROAS from Asutra)
- Common pitfalls and how to avoid them
- Hands-on project: Build a sample campaign for a fictional business

## **6 Module 5: Practical Workshops and Tools**

### **6.1 Hands-On Campaign Creation**

- Live demo: Setting up a Google Ads campaign
- Live demo: Setting up a Facebook Ads campaign
- Group activity: Designing ad creatives and targeting strategies

### **6.2 Tools and Resources**

- Google Keyword Planner, Google Analytics, and Tag Manager
- Facebook Ads Manager and Business Suite
- Third-party tools for ad optimization (e.g., Canva for creatives)

## **7 Module 6: Measuring Success and Scaling**

### **7.1 Performance Metrics and Reporting**

- Key performance indicators (KPIs) for both platforms
- Building custom reports for stakeholders
- Using data to justify ad spend

## **7.2 Scaling Campaigns**

- Increasing budgets for high-performing campaigns
- Expanding audience reach without sacrificing ROI
- Long-term strategies for sustained growth

## **8 Course Materials and Support**

### **8.1 Provided Resources**

- Comprehensive handouts and cheat sheets
- Access to recorded sessions and training videos
- Templates for ad copy, budgets, and reports

### **8.2 Post-Course Support**

- One-month access to instructor Q&A
- Community forum for peer collaboration
- Recommended readings and advanced courses

## **9 Certification**

- Earn a CorporateSpace Digital Marketing Certificate upon completion
- Requirements: Attend all sessions and complete final project