

Performance Marketing Mastery Program

Full Syllabus

An 8-month hands-on program covering Meta Ads, Google Ads, SEO, YouTube, email marketing, Etsy and AI automation. You will run live projects, complete a 2-month internship and finish with LMS access and certification.

2

Phases / levels

8

Modules / books

81

Topics & subtopics

8-month program with certification

Contents

Level 1 Paid Marketing (Semester 1 - 4 months)

Level 2 Organic Digital Marketing & Advanced Platforms (Semester 2 - 4 months)

Level 1 - Semester 1 - 4 months

Paid Marketing

Semester 1 builds paid acquisition skills across Meta Ads, Google Ads, AI strategy, automation, programmatic media, CRO, CRM and reporting.

Checkpoint: Paid Campaign Launch Checkpoint | **Milestone:** Plan, launch, optimize, and present paid campaigns

Skills: Media buying, Tracking, Creative testing, AI automation | **Tools:** Meta Ads, Google Ads, ChatGPT, DV360, Power BI

B1: Meta Ads AI Mastery

Facebook, Instagram, Messenger, WhatsApp and AI automation.

A 41-chapter Meta Ads track covering ad delivery, auctions, policies, funnels, Business Manager, Pixel, CAPI, creative strategy, audiences, scaling, lead generation, automation, case studies, troubleshooting and agency growth.

Foundations & Account Setup

- Meta Ads and AI algorithm 2026
- Social media advertising perspective
- Ad delivery science and learning phase
- Ads auction, total value, and quality ranking
- Business Manager, ad accounts, access, billing, and policies

Tracking, Funnels & Optimization

- Funnels and customer journey
- Events Manager and Meta Pixel
- Advanced tracking and attribution
- Custom conversions and offline events
- Conversion API and server-side tracking

Creative, Scaling & Agency Work

- Campaign objectives and placements
- Creative strategy, hooks, psychology, image and video ads
- Audience targeting, custom audiences, lookalikes, retargeting
- Automated rules, ManyChat, Messenger, WhatsApp, n8n, Zapier
- Freelancing, client hunting, final project, and evaluation

Key outcome: Students plan, launch, optimize, and present a complete Meta Ads campaign.

B2: Google Ads Mastery

Search, display, YouTube, Shopping, PMax, apps and reporting.

A 15-module Google Ads track covering lead generation, advanced conversions, analytics, search and display, attribution, call-only, shopping, Performance Max, apps, Demand Gen, YouTube, Editor, reports, scripts, templates and case studies.

Lead Generation & Conversion Setup

- Lead generation campaign requirements
- Initial daily budget calculation
- Events vs conversions
- Primary and secondary conversions
- Enhanced conversions with GTM

Search, Display, Shopping & PMax

- Keyword match types and ad group theming
- Negative keywords, RLSA, bidding, experiments, and pacing
- Display audiences and creatives
- WooCommerce and Shopify shopping setup
- Performance Max audience signals and structure

YouTube, Apps, Reporting & Templates

- App install campaigns and Firebase events
- Demand Gen campaign best practices
- YouTube audiences, Shorts ads, and conversion campaigns
- Google Ads Editor, reports, scripts, and anomaly detector
- Final exam and practical evaluation

Key outcome: Students complete Google Ads practical evaluation and final exam work.

B3: Digital Marketing Strategy with AI & ChatGPT

Golden sessions with Mian Ahmad Basit.

Four golden sessions covering AI clone workflows, automation, generative AI in digital marketing, digital marketing agents and Go HighLevel automation mastery.

AI Marketing Systems

- AI clone and automation
- Generative AI in digital marketing
- Development of AI agents in digital marketing
- Go HighLevel marketing and AI automation mastery

Key outcome: Students learn where AI automation fits into performance marketing workflows.

B4: Advanced Complete Programmatic Marketing

DV360, CRO, CM360, CRM, DMP and Power BI.

Advanced programmatic marketing with DV360, conversion rate optimization, Campaign Manager 360, P2P Clouds CRM mastery, data management platforms and AI data engineering for marketers using Power BI.

Programmatic & Data Stack

- DV360
- Conversion Rate Optimization
- Campaign Manager 360
- P2P Clouds CRM mastery
- Data Management Platform
- AI data engineering for marketers using Power BI
- Software app and crypto marketing mastery

Key outcome: Students connect programmatic platforms, CRM thinking, CRO and marketing data workflows.

Organic Digital Marketing & Advanced Platforms

Semester 2 expands into SEO, YouTube, email marketing, monetization, digital products, Etsy, Gumroad, logistics and live product development.

Checkpoint: Organic Growth & Commerce Checkpoint | **Milestone:** Build organic growth systems and digital product campaigns

Skills: SEO, YouTube, Email, Etsy, Digital products | **Tools:** GA4, Search Console, Ahrefs, SEMrush, Canva, Gumroad

B5: Organic Digital Marketing & SEO Mastery

SEO, blogging, content creation and monetization.

A 12-module SEO track covering niche research, keyword strategy, site architecture, content, technical SEO, backlinks, local and eCommerce SEO, analytics, AI automation, client acquisition, practical implementation and bonus updates.

SEO Strategy & Content

- SEO fundamentals and advanced niche research
- Keyword research, intent mapping, clustering, and SERP analysis
- Site structure, topical authority, internal linking, and setup
- AI-powered SEO content, copywriting, and SurferSEO with ChatGPT

Technical SEO, Authority & Reporting

- Website design and SEO best practices
- Schema, structured data, indexing, Core Web Vitals, and audits
- Backlinks, outreach, guest posting, link profile analysis
- GA4, dashboards, client reporting, and revenue tracking

Automation, Clients & Projects

- Zapier and n8n SEO automation
- AI agents for SEO monitoring
- High-ticket SEO client acquisition
- Live SEO audit and optimization project
- Algorithm updates 2026 and international SEO

Key outcome: Students build client-ready SEO audit templates, action plans and practical campaign implementations.

B6: YouTube SEO & AI Automation Mastery

Niche domination, algorithm mastery, mobile production and monetization.

A 12-module YouTube growth track covering creator mindset, niche validation, algorithm signals, mobile production, thumbnails, no-SEO growth, metrics, Shorts vs long-form, monetization, growth challenges and faceless content creation.

Creator Strategy & Production

- Why most channels fail and the mindset upgrades required
- Pocket Niche Method and demand validation
- YouTube algorithm signals in 2026
- Mobile production studio and 10-second hook formula

Growth, Thumbnails & Monetization

- Thumbnail blueprint and fast mobile thumbnail creation
- No-SEO growth system
- CTR, audience retention, watch time, and recommendation signals

- Shorts vs long-form and monetization blueprint

Faceless Content & Channel Setup

- Faceless YouTube success in 2026
- Binge-worthy faceless videos
- Faceless Shorts
- A to Z channel setup
- 30-minute long faceless video creation workflow

Key outcome: Students build a practical YouTube growth and monetization system.

B7: Email Marketing Mastery

Four golden sessions with Mian Ahmad Basit.

Email marketing golden sessions focused on monetization strategies and AI-driven email marketing automation.

Email Monetization & AI

- Monetization strategy
- AI algorithm mastery
- AI-driven email marketing automation
- Campaign planning and follow-up sequences

Key outcome: Students understand how email supports marketing monetization and automated follow-up.

B8: Complete Etsy Mastery

Digital products, POD, private label, Gumroad, logistics and contests.

An 8-module Etsy and digital product track covering seller setup, POD, digital products, promotion, private label, logistics with FedEx, Gumroad integration and live product development contests.

Store Setup & Product Creation

- Etsy seller account setup and store design
- Payoneer setup
- Shop banners, logos, announcements, and policies
- POD niche research and listing creation
- Digital product creation with AI and Canva

Promotion, Logistics & Expansion

- Sales campaigns, coupons, and ad budgets
- Private label opportunity research and policy compliance
- FedEx logistics session and international shipping
- Gumroad backup store setup and traffic from Etsy
- Live product development contest with real metrics

Key outcome: Students create and promote Etsy or digital product offers through practical launch workflows.