

9+ Years
Experience

10,000+
Clients

Certified on
Completion

bigpage.in

PRACTICAL TRAINING PROGRAM

Social Media & Performance Marketing

Masterclass: From Organic Growth to **Paid Performance**.

Learn to build, run, and optimize real ad campaigns — not just watch tutorials.

9+

YEARS EXPERIENCE

10,000+

CLIENTS SERVED

2

CAREER LEVELS

20

PRACTICAL CLASSES

The Bigpage Difference

Most institutes teach the **"what"** of marketing tools. At Bigpage, we teach the **"how"** of running campaigns that convert real customers. With over **9 years of experience** managing digital marketing for **10,000+ clients** across India and international markets, we don't teach from tutorials — we teach from live ad accounts.

Why Choose Us?

Industry-First Approach

We are a working IT & marketing agency, not a traditional classroom. You learn the same workflows our marketers use to run client campaigns daily.

Scale & Experience

Our curriculum is battle-tested by years of managing real ad spend across Meta, Google, and YouTube for businesses of every size.

100% Practical Immersion

We have eliminated the "theoretical fluff." You start with a blank ad account, you end with live, running campaigns and real performance data.

Your Benefits as a Student

- 1 Direct Industry Exposure:** Gain insights into how 10,000+ businesses use social & paid marketing to grow.
- 2 Real-World Portfolio:** You won't just build "homework"; you will run live Meta and Google ad campaigns.
- 3 Full-Spectrum Understanding:** From design (Canva) to targeting to tracking — learn the complete marketing funnel, not just one piece.

*"Stop learning tools. **Start running campaigns that convert.**"*

Course at a Glance

Two structured levels, two real ad campaigns, one marketing-ready portfolio.

20

CLASSES TOTAL

2

CAREER LEVELS

2

LIVE CAMPAIGNS BUILT

10,000+CLIENTS BEHIND
CURRICULUM

Level 1: Social & Meta Marketing Foundations

🕒 10 Classes

Live Meta Brand Presence & Ad Campaign

SMO

Canva Design

Meta Business Suite

Meta Ads Manager

Pixel Setup

By class 10: a fully built Instagram/Facebook presence with a live, tracked Meta ad campaign.

Level 2: Google & Performance Marketing

🕒 10 Classes

Live Google & YouTube Ad Campaigns

GMB Optimization

Google Search Ads

Performance Max

YouTube Ads

By class 10: live Search, Performance Max, and YouTube ad campaigns, optimized on real

WHAT YOU'LL WALK AWAY WITH

Social Media Optimization

Canva Poster & Video Design

Meta Business Suite

Meta Ads Manager

Pixel & Events Tracking

GMB Optimization

Google Search Ads

Performance Max

YouTube Ads

2 Levels. 2 Real Ad Campaigns. One Marketing-Ready Portfolio.

Certificate on completion · Seats are limited — start building at bigpage.in

[Enroll Now →](#)

Social Media & Performance Marketing Syllabus Roadmap

Level 1: Social & Meta Marketing Foundations

🕒 10
Classes

Project: Live Meta Brand Presence & Ad Campaign

Class 1–2: Social Media Optimization (Facebook & Instagram)

- **Profile & Page Setup:** Structuring professional Facebook and Instagram business profiles for brand consistency.
- **Content Strategy:** Planning posting calendars and content pillars for consistent growth.
- **Engagement Tactics:** Using hashtags, captions, and interaction techniques to boost reach.

✓ **OUTCOME:** You can set up and run a fully optimized Facebook & Instagram business presence.

Class 3–4: Canva (Poster & Video Design)

- **Poster Design:** Creating branded static creatives for promotions and announcements.
- **Video Creatives:** Building short-form video ads and reels using Canva's video tools.
- **Brand Kits:** Applying consistent colors, fonts, and templates across all designs.

✓ **OUTCOME:** You can independently design scroll-stopping posters and short videos for any campaign.

Class 5–6: Meta Business Suite & Business Portfolio Setup

- **Account Structure:** Connecting Pages, Instagram, and ad accounts under one Business Portfolio.
- **Role Management:** Assigning team and client access with correct permission levels.
- **Content Scheduling:** Planning and publishing posts across platforms from one dashboard.

✓ **OUTCOME:** You can structure and manage a client's entire Meta ecosystem from a single portfolio.

Class 7–8: Meta Ads Manager

- **Campaign Structure:** Building campaigns, ad sets, and ads aligned to business objectives.
- **Audience Targeting:** Defining custom and lookalike audiences for precise reach.
- **Budgeting & Testing:** Setting budgets/bidding and A/B testing ad creatives.

✓ **OUTCOME:** You can launch and manage a live, targeted Meta ad campaign from scratch.

Class 9–10: Events Manager & Pixel Setup

- **Pixel Installation:** Installing and verifying the Meta Pixel on a live website.
- **Conversion Events:** Setting up standard and custom conversion events.
- **Tracking Troubleshooting:** Diagnosing and fixing tracking and data mismatches.

✓ **OUTCOME:** You can set up and verify complete conversion tracking for any ad account.

Social Media & Performance Marketing Syllabus Roadmap

Level 2: Google & Performance Marketing

🕒 10
Classes

Project: Live Google & YouTube Ad Campaigns

Class 1–2: GMB Creation & Optimization

- **Profile Setup:** Creating and verifying a Google Business Profile.
- **Local SEO Basics:** Optimizing categories, description, and service areas for local search.
- **Reviews & Posts:** Managing reviews and publishing GMB posts to boost visibility.

✓ **OUTCOME:** You can set up and fully optimize a live Google Business Profile for local search.

Class 3–5: Google Ads — Search Campaigns

- **Keyword Research:** Finding high-intent keywords using Google's planning tools.
- **Ad Groups & Copywriting:** Structuring ad groups and writing high-CTR search ads.
- **Bidding Strategy:** Choosing and managing bidding strategies for budget efficiency.

✓ **OUTCOME:** You can build and launch a fully structured Google Search ad campaign.

Class 6–8: Google Ads — Performance Max

- **Asset Groups:** Building creative asset groups across text, image, and video.
- **Audience Signals:** Feeding audience signals to guide early campaign optimization.
- **Campaign Goals:** Aligning Performance Max settings with conversion goals for results.

✓ **OUTCOME:** You can set up and optimize a Performance Max campaign end-to-end.

Class 9–10: YouTube Ads

- **Campaign Setup:** Structuring YouTube campaigns within Google Ads.
- **Video Ad Formats:** Choosing between Skippable, Non-Skippable, and Shorts ad formats.
- **Targeting & Tracking:** Applying audience targeting and reviewing performance metrics.

✓ **OUTCOME:** You can launch and track a live YouTube ad campaign end-to-end, ready for your portfolio.