



1-ON-1 PERSONAL TRAINING PROGRAM

GOOGLE ADS MASTERY

Two Structured Tracks: Beginner → Advanced | Search, Display, YouTube & Performance Max Advertising

TRAINING NAME

Google Ads Mastery Program — by Learn AI Digital & Global Web Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs
Industry Experience

8,500+
Projects Delivered

₹300+ Cr
Client Revenue Tracked

35+
Countries Served

WATCH A LIVE TRAINING DEMO

https://youtu.be/1sPeMAy9_i4?si=qRqBblri9rqT7E5M

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • Google Ads • HubSpot

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want to run genuinely profitable Google Search, Display, Shopping and YouTube ad campaigns — not just learn the theory. Every session is live, one-on-one, and shaped around your business, your product and your goals.

Choose the Beginner track to build a complete foundation, or go straight into the Advanced track if you already run campaigns and want to master Google's current AI-driven advertising stack — Performance Max, Smart Bidding, AI-generated creative and more. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who runs real ad accounts, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Fee	₹15,000 (one-time, per month)	₹20,000 (one-time, per month)
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already run Google Ads
Focus	Foundations: setup, targeting, creative, budgets, reporting	Latest AI stack: Performance Max, Smart Bidding, budget automation, scaling, agency ops
Outcome	Launch and manage your first profitable campaign independently	Run and scale advanced, multi-account campaigns like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on preparing for official Google Ads certification exams.

BEGINNER TRACK • 15 HOURS • ₹15,000/MONTH

Google Ads Mastery — Foundation Program

(Beginner Curriculum: Zero to Your First Profitable Campaign)

Seven modules covering everything needed to go from no experience to confidently planning, launching and reading a Google Ads campaign on your own.

MODULE 1 Google Ads Fundamentals & Strategy

2 hrs

- **Understanding the ecosystem:** how Search, Display, Shopping and YouTube ads work, the ad auction, and the role of Quality Score.
- **Strategic planning:** defining campaign objectives, identifying your ideal customer, and building a funnel-based strategy.
- **The buyer journey:** mapping awareness, consideration and conversion stages to ad types.

MODULE 2 Account Setup & Tracking

2 hrs

- **Google Ads account setup:** account structure, roles, permissions and asset organization.
- **Google tag & Conversion tracking:** installing and verifying accurate tracking for your website or app.
- **Google Analytics 4 & Conversions:** linking GA4 and setting up standard and custom conversion actions.

MODULE 3 Campaign Creation & Objectives

2 hrs

- **Campaign objectives:** choosing the right campaign type — Search, Performance Max, Display, Shopping — for your goal.
- **Ad group & budgeting basics:** budget allocation, scheduling and network selection.
- **Campaign structure:** organizing campaigns, ad groups and ads for clarity and control.

MODULE 4 Keyword Research & Targeting

2 hrs

- **Keyword match types:** broad, phrase and exact match — and how to choose the right one.
- **Keyword Planner & negative keywords:** finding the right keywords and excluding irrelevant traffic.
- **Audience targeting 101:** layering in-market, affinity and remarketing audiences onto campaigns.

MODULE 5 Ad Creative & Copywriting Essentials

2.5 hrs

- **Ad formats:** Responsive Search Ads, Display ads and Shopping listings, and when to use each.
- **Writing effective ad copy:** hooks, benefit-led messaging and clear calls to action.
- **Ad extensions & assets:** sitelinks, callouts and structured snippets that boost visibility.

MODULE 6 Budgeting, Bidding & Launch

2 hrs

- **Budget types:** daily budget vs. shared budget, and how to set a realistic starting budget.
- **Bidding basics:** understanding manual vs. Smart Bidding and how Google spends your budget.
- **Pre-launch checklist & first campaign launch,** step by step.

- **Reading key metrics:** CPC, CTR, Quality Score and Conversion Rate, explained simply.
- **Google Ads reporting:** building a simple report you can share or act on.
- **Live practice session:** setting up and reviewing a real campaign together.

By the end of the Beginner Track, you will be able to independently plan, launch, track and read the performance of a Google Ads campaign for your own business.

Google Ads Mastery — Advanced Growth Program

(Advanced Curriculum: Master Google's Latest AI Advertising Stack)

Recommended after the Beginner Track or for advertisers who already run Google Ads. Eight modules covering the current Performance Max ecosystem, creative-at-scale, Smart Bidding automation and agency-grade operations.

MODULE 1 The Latest Performance Max Ecosystem

3 hrs

- **Performance Max for Sales, Leads, Shopping & App campaigns:** what each does and when to use it.
- **Google's AI matching explained:** how creative now drives targeting, and what that means for your account.
- **Migrating from manual campaigns:** what to keep, what to retire, and how to transition safely.

MODULE 2 Advanced Audience Strategy

2.5 hrs

- **Customer Match & similar audiences at scale:** layering signals for faster AI learning.
- **Audience signals for Performance Max:** working with broad, AI-expanded targeting instead of against it.
- **Value Rules:** telling Google which segments to bid more for without disabling automation.

MODULE 3 Creative-at-Scale & AI Creative Tools

3 hrs

- **Asset Studio & AI-generated creative:** AI-generated variations, image-to-video, and brand-safe controls (account-level exclusions, asset guidelines).
- **Creative testing frameworks:** structuring 10–15 genuine creative variations, not minor tweaks.
- **YouTube & Demand Gen creative** for current placements.

MODULE 4 Budget Optimization & Account Health

2 hrs

- **Smart Bidding & Target ROAS/CPA:** automated budget allocation and why manual fragmentation now hurts performance.
- **Optimization Score:** using Google's 0–100 account health score to prioritize fixes.
- **Value Optimization basics:** helping Google find your higher-value customers, not just any conversion.

MODULE 5 Advanced Measurement & Attribution

2.5 hrs

- **Attribution models & data-driven attribution:** correcting for cross-device and cross-channel reporting gaps.
- **Reading incrementality reports:** understanding true ad impact beyond reported ROAS.
- **Building a monthly performance dashboard** for yourself or a client.

MODULE 6 Remarketing, Retargeting & Full-Funnel Strategy

2 hrs

- **Advanced remarketing sequences** across warm audiences and lifecycle stages.
- **Cross-network strategy:** Search, Display, YouTube and Shopping placements in one funnel.

— Frequency & ad fatigue management at scale.

MODULE 7 Scaling, Multi-Account & Agency Operations

2.5 hrs

- **Scaling a winning campaign** without resetting the learning phase.
- **MCC & multi-client structure:** naming conventions, permissions and reporting consistency.
- **Account audits:** diagnosing underperformance and setting a recovery plan.
- **Client reporting:** communicating ROI clearly to stakeholders or clients.

MODULE 8 Capstone: Live Advanced Campaign & Certification

1.5 hrs

- **Live campaign launch:** hands-on session applying Performance Max, Smart Bidding and creative testing together.
- **Troubleshooting review** of your own or a practice account.
- **Certification guidance:** preparing for globally recognized Google Ads certifications.

By the end of the Advanced Track, you will be able to run, scale and troubleshoot Google's current AI-driven advertising stack across multiple accounts — at a specialist, agency-ready level.

INVESTMENT

Google Ads Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

₹15,000 / month

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first campaign

ADVANCED TRACK

₹20,000 / month

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest Performance Max & AI advertising stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google Ads, Google Analytics & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

WATCH A LIVE TRAINING DEMO

<https://youtu.be/BhjEtWgXysQ?si=xEl0eeSCYPbpoXlg>

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

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<https://hemantkalwani.com/> • <https://globalwebdigital.com/> • <https://learnaidigital.com/>

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