



1-ON-1 PERSONAL TRAINING PROGRAM

LINKEDIN ADS MASTERY

Two Structured Tracks: Beginner → Advanced | B2B Lead Generation & Account-Based Marketing

TRAINING NAME

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

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • LinkedIn Marketing Labs Certified • 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 generate genuine B2B leads and pipeline through LinkedIn Ads — not just learn the theory. Every session is live, one-on-one, and shaped around your business, your offer 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 LinkedIn's current AI-driven ad stack — Accelerate AI campaigns, AI-generated ad variants, Career Journey targeting and account-based marketing. 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 LinkedIn 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 LinkedIn Ads
Focus	Foundations: setup, targeting, ad formats, lead gen, reporting	Latest AI stack: Accelerate, AI ad variants, Career Journey targeting, ABM
Outcome	Launch and manage your first profitable B2B lead gen campaign independently	Run and scale advanced, multi-account ABM 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 LinkedIn Marketing Labs certification exams.

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

LinkedIn Ads Mastery — Foundation Program

(Beginner Curriculum: Zero to Your First B2B Lead Gen Campaign)

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

MODULE 1 LinkedIn Ads Fundamentals & Campaign Manager Setup

2 hrs

- **Understanding the ecosystem:** why LinkedIn works differently from other ad platforms for B2B.
- **Campaign Manager setup:** account structure, campaign groups and billing correctly.
- **Insight Tag basics:** installing and verifying tracking on your website.

MODULE 2 Campaign Objectives & Ad Formats

2 hrs

- **Awareness, Consideration & Conversion objectives:** choosing the right one for your goal.
- **Ad formats:** single image, carousel, video, Message/Conversation Ads and Document Ads.
- **Choosing the right format** for your offer and funnel stage.

MODULE 3 Audience Targeting Basics

2.5 hrs

- **Firmographic targeting:** company, industry, company size, job title and seniority.
- **Skills & interest targeting** for reaching the right professionals.
- **Matched Audiences basics:** website retargeting and simple list uploads.

MODULE 4 Ad Copywriting for B2B Audiences

2 hrs

- **Writing for a professional audience:** tone, value propositions and credibility.
- **Lead-focused messaging** that matches how B2B buyers evaluate offers.
- **Landing page basics:** matching ad promise to page experience.

MODULE 5 Budgeting & Bidding Basics

2 hrs

- **Budget types:** daily vs. total budget, and setting a realistic starting budget.
- **Bidding basics:** manual vs. automated bidding and typical B2B cost benchmarks.
- **Pre-launch checklist & first campaign launch**, step by step.

MODULE 6 Lead Gen Forms & Conversion Tracking

2 hrs

- **Setting up Lead Gen Forms** that pre-fill with LinkedIn profile data.
- **Conversion tracking:** connecting form fills and website actions to campaigns.
- **Basic lead follow-up workflow** so leads don't go cold.

- **Reading key metrics:** CTR, CPL, Conversion Rate and cost per send, explained simply.
- **Campaign Manager 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 LinkedIn Ads campaign for your own business.

LinkedIn Ads Mastery — Advanced Growth Program

(Advanced Curriculum: Master LinkedIn's Latest AI & ABM Stack)

Recommended after the Beginner Track or for advertisers who already run LinkedIn Ads. Eight modules covering Accelerate AI campaigns, account-based marketing, creative-at-scale and agency-grade operations.

MODULE 1 The Latest LinkedIn AI Ad Stack

3 hrs

- **Accelerate AI campaign creation:** what it automates, and when it helps vs. when to build manually.
- **AI-generated ad variants:** using AI to produce and test headlines, copy and creative faster.
- **Where to keep human control** in an increasingly automated platform.

MODULE 2 Advanced Audience Strategy & Matched Audiences

2.5 hrs

- **Matched Audiences at scale:** website retargeting, contact list and account list uploads.
- **Career Journey & buying-committee targeting:** reaching the full group involved in a B2B decision.
- **Lookalike & layered targeting** for finding new high-value accounts.

MODULE 3 Account-Based Marketing (ABM) with LinkedIn Ads

3 hrs

- **Building a target account list** and mapping it to LinkedIn's ABM tools.
- **Reaching the full buying committee** around a specific account or prospect.
- **Designing an ABM funnel** across awareness, engagement and conversion.

MODULE 4 Creative-at-Scale: AI Ad Variants & Testing Frameworks

2.5 hrs

- **Structuring genuine creative tests**, not minor tweaks, across formats.
- **Document Ads, Carousel & video best practices** for B2B engagement.
- **Using AI variant tools responsibly** — speed without losing message accuracy.

MODULE 5 Lead Gen & CRM Integration

2 hrs

- **Advanced Lead Gen Form design** for higher-quality lead capture.
- **CRM sync:** connecting LinkedIn leads directly into your sales pipeline.
- **Lead quality optimization:** tightening targeting based on downstream sales data.

MODULE 6 Bid Strategy & Budget Optimization

2 hrs

- **Automated bidding strategies** and when manual control still wins.
- **Budget pacing across campaign groups** for consistent delivery.
- **Diagnosing underdelivery or overspend** in a B2B account.

MODULE 7 Measurement, Attribution & Reporting

2.5 hrs

- **Multi-touch attribution** for long B2B sales cycles.
- **Connecting Campaign Manager data with CRM/sales outcomes** for a fuller ROI picture.
- **Building a monthly performance dashboard** for yourself or a client.

MODULE 8 Capstone: Live ABM Campaign Launch & Account Audit

2.5 hrs

- **Live campaign launch:** hands-on session applying ABM targeting, AI variants and Lead Gen Forms together.
- **Account audit:** diagnosing underperformance in an existing account and setting a recovery plan.
- **Certification guidance:** preparing for official LinkedIn Marketing Labs certifications.

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

INVESTMENT

LinkedIn 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 B2B lead gen campaign

ADVANCED TRACK

₹20,000 / month

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest Accelerate AI & account-based marketing stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & 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**.

GET STARTED

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

Hemant Kalwani

+91 96506 01774 (Call / WhatsApp) • hemant@globalwebdigital.com

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

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