



1-ON-1 PERSONAL TRAINING PROGRAM

# META ADS MASTERY

Two Structured Tracks: Beginner → Advanced | Facebook & Instagram Advertising

TRAINING NAME

Meta 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

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## 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 Facebook and Instagram 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 Meta's current AI-driven advertising stack — Advantage+, Andromeda creative-as-targeting, budget automation 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 Meta Ads                     |
| Focus    | Foundations: setup, targeting, creative, budgets, reporting    | Latest AI stack: Advantage+, Andromeda, 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 Meta certification exams.

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

## Meta 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 Meta Ads campaign on your own.

### MODULE 1 Meta Ads Fundamentals & Strategy

2 hrs

- **Understanding the ecosystem:** how Facebook & Instagram ads work, the ad auction, and the role of the algorithm.
- **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

- **Business Manager setup:** account structure, roles, permissions and asset organization.
- **Meta Pixel & Conversions API:** installing and verifying accurate tracking for your website or app.
- **Events Manager:** setting up standard and custom conversion events.

### MODULE 3 Campaign Creation & Objectives

2 hrs

- **Campaign objectives:** choosing the right objective — Conversions, Leads, Traffic, Engagement — for your goal.
- **Ad set & budgeting basics:** budget allocation, scheduling and placement selection.
- **Campaign structure:** organizing campaigns, ad sets and ads for clarity and control.

### MODULE 4 Core Audience Targeting

2 hrs

- **Demographics, interests & behaviors:** reaching new potential customers with core targeting.
- **Custom Audiences 101:** building audiences from website visitors and customer lists.
- **Lookalike Audiences 101:** finding new people who resemble your best customers.

### MODULE 5 Ad Creative & Copywriting Essentials

2.5 hrs

- **Ad formats:** single image/video, carousel and collection ads, and when to use each.
- **Writing effective ad copy:** hooks, benefit-led messaging and clear calls to action.
- **Creative basics for Reels & Stories:** vertical video fundamentals for today's placements.

### MODULE 6 Budgeting, Bidding & Launch

2 hrs

- **Budget types:** daily vs. lifetime, and how to set a realistic starting budget.
- **Bidding basics:** understanding cost control and how Meta spends your budget.
- **Pre-launch checklist & first campaign launch,** step by step.

## MODULE 7 Measurement, Reporting & Live Practice

2.5 hrs

- **Reading key metrics:** CPA, ROAS, CTR and Frequency, explained simply.
- **Ads 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 Meta Ads campaign for your own business.*

## Meta Ads Mastery — Advanced Growth Program

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

Recommended after the Beginner Track or for advertisers who already run Meta Ads. Eight modules covering the current Advantage+ ecosystem, creative-at-scale, budget automation and agency-grade operations.

### MODULE 1 The Latest Advantage+ Ecosystem

3 hrs

- **Advantage+ Sales, Shopping, App & Leads campaigns:** what each does and when to use it.
- **Andromeda 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

- **Custom & Lookalike Audiences at scale:** layering signals for faster AI learning.
- **Advantage+ Audience:** working with broad, AI-expanded targeting instead of against it.
- **Value Rules:** telling Meta which segments to bid more for without disabling automation.

### MODULE 3 Creative-at-Scale & AI Creative Tools

3 hrs

- **Advantage+ Creative:** AI-generated variations, image-to-video, and brand-safe controls (Restricted Words, enhancement toggles).
- **Creative testing frameworks:** structuring 10–15 genuine creative variations, not minor tweaks.
- **Vertical video & Reels-first creative** for current placements.

### MODULE 4 Budget Optimization & Account Health

2 hrs

- **Advantage+ Campaign Budget (ACB):** automated budget allocation and why manual fragmentation now hurts performance.
- **Opportunity Score:** using Meta's 0–100 account health score to prioritize fixes.
- **Value Optimization basics:** helping Meta find your higher-value customers, not just any conversion.

### MODULE 5 Advanced Measurement & Attribution

2.5 hrs

- **Attribution windows & blended ROAS:** correcting for post-iOS 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-placement strategy:** Feed, Reels, Stories and Threads 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.
- **Multi-account/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 Advantage+, budget optimization and creative testing together.
- **Troubleshooting review** of your own or a practice account.
- **Certification guidance:** preparing for globally recognized Meta certifications.

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

## INVESTMENT

Meta 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 Advantage+ & AI advertising 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**.

## WATCH A LIVE TRAINING DEMO

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

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## 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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