



1-ON-1 PERSONAL TRAINING PROGRAM

MICROSOFT ADS MASTERY

Two Structured Tracks: Beginner → Advanced | Bing, Microsoft Search Network & Copilot Advertising

TRAINING NAME

Microsoft 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 • Microsoft Advertising Certified Professional • 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 Microsoft Ads 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 Microsoft's current AI-driven advertising stack — AI Max for Search, Copilot ads, Performance Max and Universal Commerce Protocol. 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 Microsoft Ads
Focus	Foundations: setup, keywords, ads, budgets, reporting	Latest AI stack: AI Max, Copilot ads, Performance Max, portfolio bidding, 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 the official Microsoft Advertising Certified Professional exam.

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

Microsoft 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 Microsoft Ads campaign on your own.

MODULE 1 Microsoft Ads Fundamentals & Account Setup

2 hrs

- **Understanding the ecosystem:** Bing, the Microsoft Search Network and partner syndication.
- **Account structure:** setting up your Microsoft Ads account, campaigns, ad groups and billing correctly.
- **UET tag basics:** installing and verifying tracking on your website.

MODULE 2 Keyword Research & Search Campaigns

2.5 hrs

- **Keyword research:** finding relevant, high-intent search terms for the Microsoft audience.
- **Match types explained:** broad, phrase and exact match, and how they affect reach and relevance.
- **Search campaign structure:** organizing tightly-themed ad groups for better Quality Score.

MODULE 3 Ad Copywriting & Responsive Search Ads

2 hrs

- **Writing effective RSAs:** headlines, descriptions and messaging that match search intent.
- **Ad extensions & assets:** sitelinks, callouts and other assets that improve performance.
- **Landing page basics:** matching ad promise to page experience.

MODULE 4 Campaign Types: Search, Audience, Shopping & Performance Max

2.5 hrs

- **Search vs. Audience vs. Shopping vs. Performance Max:** what each does and when to use it.
- **Importing from Google Ads:** bringing existing campaigns into Microsoft Ads quickly.
- **Choosing the right campaign type** for your goal and budget.

MODULE 5 Budgeting & Bidding Basics

2 hrs

- **Budget types:** daily budgets and setting a realistic starting budget.
- **Bidding basics:** Manual CPC vs. automated bidding strategies.
- **Pre-launch checklist & first campaign launch,** step by step.

MODULE 6 Targeting & Audiences Basics

2 hrs

- **In-market & remarketing audiences:** reaching people already researching your category.
- **Location & device targeting** for local and multi-location businesses.
- **Demographic targeting basics** for refining reach.

- **Reading key metrics:** CTR, CPC, Conversion Rate and CPA, explained simply.
- **Microsoft 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 Microsoft Ads campaign for your own business.

Microsoft Ads Mastery — Advanced Growth Program

(Advanced Curriculum: Master Microsoft's Latest AI & Copilot Ad Stack)

Recommended after the Beginner Track or for advertisers who already run Microsoft Ads. Eight modules covering AI Max for Search, Copilot advertising, Performance Max, portfolio bidding and agency-grade operations.

MODULE 1 The Latest Microsoft AI Advertising Stack

3 hrs

- **AI Max for Search:** expanded query matching, asset personalization and smarter URL routing.
- **Copilot ads & Copilot commerce:** how ads surface inside Copilot-powered experiences.
- **Choosing the right mix** of AI-driven features for your account.

MODULE 2 Performance Max Mastery on Microsoft Ads

3 hrs

- **Customer Acquisition Goals & incrementality:** the newest controls inside Performance Max.
- **Experiments framework & search term insights:** testing decisions with real visibility.
- **Structuring Performance Max for clarity** instead of a black box.

MODULE 3 Copilot & AI Surface Advertising

2.5 hrs

- **Copilot-eligible campaigns:** using broad match and conversational keywords that align with how users query AI assistants.
- **Offer Highlights & Universal Commerce Protocol (UCP):** feeding accurate product data into AI-driven shopping experiences.
- **Preparing your account** for the shift from search results to AI-generated answers.

MODULE 4 Advanced Search: AI Max & Smart Bidding

2.5 hrs

- **Smart Bidding strategies:** Target CPA, Maximize Conversions and when each fits.
- **Bidding by campaign tier:** high-intent search vs. Copilot-eligible vs. Audience Network campaigns.
- **Broad match done right** using AI Max controls to keep relevance high.

MODULE 5 Shopping & Product Feed Optimization

2 hrs

- **Merchant Center feed setup:** structuring a clean, well-optimized product feed.
- **Product groups & feed labels** for better Shopping and Performance Max results.
- **Feed troubleshooting:** fixing common disapprovals and data quality issues.

MODULE 6 Bid Strategy Reporting & Cross-Account Portfolio Bidding

2 hrs

- **Bid Strategy Reporting:** getting clearer visibility into how automated bidding performs.
- **Cross-Account Portfolio Bidding:** using mature accounts to guide newer ones.
- **Budget pacing across multiple accounts** for consistent delivery.

MODULE 7 Measurement, Attribution & AI Troubleshooting

2.5 hrs

- **UET conversion tracking done right:** primary vs. secondary actions.
- **Copilot-powered root cause analysis:** using Microsoft's AI tools to diagnose performance issues.
- **Building a monthly performance dashboard** for yourself or a client.

MODULE 8 Capstone: Multi-Campaign Live Launch & Account Audit

2.5 hrs

- **Live campaign launch:** hands-on session applying AI Max, Performance Max and Copilot placements together.
- **Account audit:** diagnosing underperformance across an existing account and setting a recovery plan.
- **Certification guidance:** preparing for the Microsoft Advertising Certified Professional exam.

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

INVESTMENT

Microsoft 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 AI Max, Copilot & Performance Max 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

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

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