



1-ON-1 PERSONAL TRAINING PROGRAM

AMAZON ADS MASTERY

Two Structured Tracks: Beginner → Advanced | Sponsored Products, Brands, Display & DSP Advertising

TRAINING NAME

Amazon 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 • Amazon Ads Certified • HubSpot

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for brand owners, marketers, freelancers and agency professionals who want to run genuinely profitable Amazon advertising campaigns — not just learn the theory. Every session is live, one-on-one, and shaped around your catalog, your category and your goals.

Choose the Beginner track to build a complete foundation across Sponsored Products, Sponsored Brands and Sponsored Display, or go straight into the Advanced track if you already run Amazon Ads and want to master today's AI-driven stack — Amazon DSP, AI-powered bidding, Brand Analytics and Amazon Marketing Cloud. 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 Amazon 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 Amazon Ads
Focus	Foundations: setup, campaign types, keyword & product targeting, creative, budgets, reporting	Latest AI stack: Amazon DSP, AI-powered bidding, Brand Analytics, Amazon Marketing Cloud, agency ops
Outcome	Launch and manage your first profitable Amazon Ads campaign independently	Run and scale advanced, multi-account Amazon advertising 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 seller/vendor account or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on choosing the right Amazon tools (Helium 10, Amazon Ads console, third-party bidders) for your budget.

BEGINNER TRACK • 15 hours • ₹15,000 (one-time, per month)

Amazon 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 an Amazon Ads campaign on your own.

AMAZON ADS FUNDAMENTALS & MARKETPLACE BASICS 2 hrs

- Understanding the ecosystem: how the Amazon flywheel, organic ranking and paid ads work together.
- Sponsored Products, Sponsored Brands & Sponsored Display: what each format is genuinely good at.
- The buyer journey on Amazon: mapping discovery, consideration and purchase to ad types.

ACCOUNT SETUP & ADVERTISING CONSOLE 2 hrs

- Seller Central / Vendor Central & Advertising Console setup and navigation.
- Campaign structure basics: portfolios, campaigns, ad groups and naming conventions.
- Linking Brand Registry and verifying eligibility for Sponsored Brands & Display.

CAMPAIGN TYPES: SPONSORED PRODUCTS, BRANDS & DISPLAY 2 hrs

- Sponsored Products: automatic vs. manual targeting and when to use each.
- Sponsored Brands: headline ads, brand store links and video creative basics.
- Sponsored Display: audience and product targeting for on- and off-Amazon placements.

KEYWORD & PRODUCT TARGETING 2 hrs

- Keyword match types: broad, phrase and exact — and how to choose the right one.
- Finding keywords with Search Term Reports and Amazon's keyword tools.
- Product & category targeting basics for competitor and complementary placements.

AD CREATIVE, LISTINGS & BRAND STORE BASICS 2.5 hrs

- Listing optimization fundamentals that support ad performance: titles, images, bullets.
- A+ Content basics: building trust and conversion on the product page.
- Brand Store essentials: a simple storefront that supports Sponsored Brands traffic.

BUDGETING, BIDDING & CAMPAIGN LAUNCH 2 hrs

- Budget types: daily budgets and setting a realistic starting spend.
- Bidding basics: dynamic bids, placement modifiers and manual vs. automated bidding.
- Pre-launch checklist & first campaign launch, step by step.

MEASUREMENT, REPORTING & LIVE PRACTICE 2.5 hrs

- Reading key metrics: ACOS, TACOS, CTR and Conversion Rate, explained simply.
- Advertising Console 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 an Amazon Ads campaign for your own products.

ADVANCED TRACK • 20 hours • ₹20,000 (one-time, per month)

Amazon Ads Mastery — Advanced Growth Program (Advanced Curriculum: Master Amazon's Latest AI Advertising Stack). Recommended after the Beginner Track or for advertisers who already run Amazon Ads. Eight modules covering Amazon DSP, AI-powered optimization, Brand Analytics and agency-grade operations.

THE LATEST AMAZON AI ADVERTISING STACK 3 hrs

- AI-powered bidding & Rule-Based/Performance-Based bidding compared.
- How Amazon's algorithm now blends organic and paid signals, and what that means for strategy.
- Migrating from manual campaigns: what to keep, what to retire, and how to transition safely.

AMAZON DSP & PROGRAMMATIC ADVERTISING 3 hrs

- DSP fundamentals: reaching audiences on and off Amazon through programmatic display and video.
- Audience building: in-market, remarketing and lookalike audiences inside DSP.
- When DSP genuinely adds value vs. when Sponsored Ads alone is enough.

ADVANCED CAMPAIGN STRUCTURING & BID AUTOMATION 2.5 hrs

- Portfolio-level structuring for clarity and control across large catalogs.
- Bid automation rules and third-party bidder tools: where automation helps and where it hurts.
- Dayparting and placement strategy for mature accounts.

BRAND ANALYTICS & SEARCH QUERY PERFORMANCE 2.5 hrs

- Brand Analytics deep dive: Search Query Performance and Market Basket data.
- Turning Brand Analytics insight into keyword and targeting decisions.
- Competitive benchmarking using share-of-voice data.

CREATIVE-AT-SCALE & AMAZON MARKETING CLOUD 2 hrs

- Sponsored Brands video & Brand Store optimization for higher-converting traffic.
- Amazon Marketing Cloud (AMC) basics: cross-channel measurement beyond last-click.
- Creative testing frameworks for Amazon-native formats.

FULL-FUNNEL STRATEGY: SPONSORED + DSP + RETAIL MEDIA 2.5 hrs

- Connecting Sponsored Ads, DSP and off-Amazon retail media into one funnel.
- Budget allocation across funnel stages based on category maturity.
- Seasonal & event planning (Prime Day, BFCM) for a coordinated push.

MEASUREMENT, ATTRIBUTION & REPORTING 2.5 hrs

- New-to-brand metrics & incrementality: understanding true ad impact.
- Building a monthly performance dashboard for yourself or a client.
- Communicating ROAS and ACOS clearly to stakeholders or clients.

CAPSTONE: LIVE ACCOUNT AUDIT & CERTIFICATION 2 hrs

- Live audit: hands-on session diagnosing a real or practice Amazon Ads account.
- Building a prioritized recovery and scaling plan from audit findings.
- Certification guidance: preparing for the Amazon Ads certification exams.

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

INVESTMENT

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

Choose Your Track

BEGINNER TRACK

₹15,000 (one-time, per month)

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

ADVANCED TRACK

₹20,000 (one-time, per month)

20 hours of 1-on-1 live training • Weekly flexible sessions •
Latest DSP, AI bidding & Brand Analytics 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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