



1-ON-1 PERSONAL TRAINING PROGRAM

CHATGPT ADS MASTERY

Two Structured Tracks: Beginner → Advanced | Advertising Inside ChatGPT Conversations

TRAINING NAME

ChatGPT 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
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TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • Meta Blueprint • HubSpot • Early OpenAI Ads Manager Practitioner

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 advertise profitably inside ChatGPT conversations — 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 in ChatGPT Ads — account setup, ad formats, targeting and your first live campaign — or go straight into the Advanced track if you already run paid media and want to master OpenAI's evolving ad stack: CPC/CPM bidding, contextual and conversational targeting, agency workflows and cross-platform AI-search advertising alongside Google and Meta. 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 is testing and running real campaigns on one of the newest ad platforms in the industry, 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 paid media
Focus	Foundations: account setup, ad formats, contextual targeting, bidding, reporting	Latest OpenAI stack: relevance-weighted auctions, conversational targeting, agency ops, cross-platform AI-search advertising
Outcome	Launch and manage your first ChatGPT Ads campaign independently	Run and scale ChatGPT Ads as part of a multi-platform, AI-search-ready paid media strategy

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 ad account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on staying current as OpenAI's Ads Manager, auction mechanics and eligible markets continue to evolve.

CHATGPT ADS MASTERY — FOUNDATION PROGRAM

(Beginner Curriculum: Zero to Your First Live ChatGPT Ads Campaign)

Seven modules covering everything needed to go from no experience to confidently setting up, launching and reading the performance of a ChatGPT Ads campaign on your own.

MODULE 1 Understanding Advertising Inside ChatGPT 2 hrs

- How ChatGPT Ads work: sponsored placements shown as clearly labeled, subtly tinted boxes beneath ChatGPT's answers.
- Answer independence: why ads never influence the answer ChatGPT gives, and what that means for creative strategy.
- Who you can reach: eligible plans (Free and Go tiers), eligible markets, and how OpenAI protects users under 18.

MODULE 2 Ads Manager Account Setup 2 hrs

- Creating an advertiser account: business details, tax ID/EIN, billing method and a compliant landing page.
- Navigating the self-serve Ads Manager interface and account structure.
- Understanding OpenAI's advertiser policies, content restrictions and ad review process.

MODULE 3 Ad Formats & Creative Basics 2.5 hrs

- Anatomy of a ChatGPT ad unit: business name, image, headline and description.
- Writing concise, conversational ad copy that fits naturally at the end of an AI answer.
- Landing page basics: matching the ad promise to a fast, relevant page experience.

MODULE 4 Contextual & Conversational Targeting 2 hrs

- How ChatGPT matches ads: contextual signals from the current conversation, chat history and past ad interactions — not traditional keywords.
- Why privacy-first matching means no access to raw conversations or personal data.
- Building a simple targeting brief around the conversations your customers are likely having.

MODULE 5 Budgeting & Bidding Basics 2 hrs

- CPC vs. CPM bidding: how OpenAI's relevance-weighted, second-price auction works.
- Setting a realistic starting daily budget and understanding minimum spend requirements.
- Pre-launch checklist and first campaign launch, step by step.

MODULE 6 Tracking & Attribution Fundamentals 2 hrs

- Adding UTM parameters to ChatGPT ad URLs for third-party tracking.
- Connecting campaign clicks to Google Analytics and other measurement tools.
- Understanding what OpenAI's native reporting does and doesn't show you.

MODULE 7 Measurement, Reporting & Live Practice 2.5 hrs

- Reading core metrics: impressions, clicks, CTR, average CPC and average CPM by day.
- Building a simple report you can share or act on, given today's limited platform-native insights.
- Live practice session: setting up and reviewing a real campaign together.

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

CHATGPT ADS MASTERY — ADVANCED GROWTH PROGRAM

(Advanced Curriculum: Master OpenAI's Evolving Ad Stack)

Recommended after the Beginner Track or for advertisers who already run paid media. Eight modules covering advanced auction strategy, conversational creative, agency operations and how ChatGPT Ads fits into a broader AI-search advertising strategy.

MODULE 1 The ChatGPT Ads Landscape & Where It's Heading 3 hrs

- From pilot to platform: how ChatGPT Ads has evolved from a \$200,000-minimum pilot to an open self-serve Ads Manager.
- Current eligible markets and OpenAI's phased international rollout, and what to watch for next.
- Where ChatGPT Ads fits alongside Google, Meta, LinkedIn and Microsoft in a modern media plan.

MODULE 2 Advanced Auction Strategy & Bid Management 2.5 hrs

- How creative quality and relevance affect ranking in the second-price auction, independent of bid alone.
- Reading entry-level CPC and CPM benchmarks and setting bids that stay competitive without overspending.
- Diagnosing underdelivery or high costs when platform-native insight is limited.

MODULE 3 Conversational Creative & Message Strategy 3 hrs

- Writing ad creative that reads naturally at the end of an AI-generated answer, not like a banner ad.
- Structuring creative variations for different conversation contexts and intents.
- Working within OpenAI's brand-safety and content-quality guidelines for advertiser creative.

MODULE 4 Landing Pages & Conversion Experience for AI Traffic 2.5 hrs

- Message match: aligning landing page content with the conversational context that triggered the ad.
- Speed and clarity: why AI-referred traffic has little patience for a slow or generic page.
- Setting up conversion tracking so results tie back to real business outcomes.

MODULE 5 Measurement Beyond the Native Dashboard 2 hrs

- Layering UTM-based attribution and third-party analytics on top of native impressions/clicks/spend data.
- Working around the current lack of audience, placement and demographic breakdowns.
- Building a defensible view of ROI while the platform's own reporting is still maturing.

MODULE 6 Agency Workflows & Client Account Management 2 hrs

- Working within OpenAI's current account model: clients create the account and invite agency users.
- Naming conventions, budget pacing and reporting consistency across multiple client accounts.
- Setting client expectations honestly on a fast-changing, still-maturing ad platform.

MODULE 7 Cross-Platform AI-Search Advertising Strategy 2.5 hrs

- Positioning ChatGPT Ads alongside Google AI Overviews, Performance Max and Meta's Advantage+ in one funnel.
- Budget allocation frameworks for testing a new, high-attention channel without overcommitting.
- Building a monthly cross-channel performance dashboard for yourself or a client.

MODULE 8 Capstone: Live Campaign Launch & Account Audit 2.5 hrs

- Live campaign launch: applying bidding strategy, conversational creative and tracking together.
- Auditing an existing account (yours or a practice account) and building a prioritized action plan.

— Staying current: how to track OpenAI's ongoing platform changes going forward.

By the end of the Advanced Track, you will be able to run, measure and scale ChatGPT Ads campaigns as part of a modern, multi-platform AI-search advertising strategy — at a specialist, agency-ready level.

INVESTMENT

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

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