



1-ON-1 PERSONAL TRAINING PROGRAM

PERFORMANCE PAID MEDIA MASTERY

Two Structured Tracks: Beginner → Advanced | Cross-Channel Strategy Across Google, Meta, LinkedIn & Beyond

TRAINING NAME

Performance Paid Media Advertising 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 • Meta Blueprint • Microsoft Advertising Certified Professional

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 paid media across channels — not just learn one platform in isolation. Every session is live, one-on-one, and shaped around your business, your budget and your goals.

Choose the Beginner track to build a complete cross-channel foundation, or go straight into the Advanced track if you already run paid media and want to master today's AI-driven, multi-platform landscape — strategic budget allocation, cross-channel attribution, retail media and defending budget with business-level reporting. 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 manages real, multi-channel ad budgets, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already run paid media
Focus	Foundations: platform landscape, budgeting, targeting, creative, tracking	Latest AI stack: budget allocation, cross-channel attribution, retail media, business reporting
Outcome	Plan and manage your first cross-channel paid media budget independently	Run and defend a multi-channel, AI-driven paid media strategy 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 choosing the right measurement and reporting tools for your budget and channel mix.

BEGINNER TRACK • 15 HOURS

Performance Paid Media — Foundation Program

(Beginner Curriculum: Zero to Your First Cross-Channel Media Plan)

Seven modules covering everything needed to go from no experience to confidently planning and running paid media across multiple platforms.

MODULE 1 Paid Media Fundamentals

2 hrs

- **What performance marketing means:** paying for measurable outcomes, not just visibility.
- **Auction basics across platforms:** how Google, Meta and others decide what to show.
- **Mapping paid media to the funnel:** awareness, consideration and conversion.

MODULE 2 Platform Landscape Overview

2 hrs

- **Google, Meta, LinkedIn & Microsoft:** what each platform is genuinely best for.
- **Emerging channels:** CTV, TikTok and retail media, and when they're worth exploring.
- **Choosing 2–3 channels to start with,** based on your goals and audience.

MODULE 3 Campaign Planning & Budgeting Basics

2.5 hrs

- **Setting realistic goals & KPIs** before you spend a rupee.
- **Basic budget allocation:** the 70/20/10 rule for proven, growth and test spend.
- **Avoiding common beginner budgeting mistakes.**

MODULE 4 Audience Targeting Fundamentals

2 hrs

- **Targeting types across platforms:** demographic, interest, in-market and remarketing.
- **First-party data basics:** why your own data matters more every year.
- **Building a simple targeting plan** for a new campaign.

MODULE 5 Ad Creative & Copy Fundamentals

2 hrs

- **Creative principles that work across formats** — image, video and search.
- **Writing copy that matches platform tone and intent.**
- **Building a basic creative testing habit** from day one.

MODULE 6 Tracking & Measurement Basics

2 hrs

- **Pixels & tags:** setting up tracking correctly before you launch.
- **Conversion tracking basics** across your key platforms.
- **Understanding attribution** at a beginner level.

- **Reading platform dashboards** without getting lost in vanity metrics.
- **Building a simple cross-channel report.**
- **Live practice session:** reviewing and improving a real campaign together.

By the end of the Beginner Track, you will be able to independently plan, launch and manage a cross-channel paid media budget for your own business.

Performance Paid Media — Advanced Growth Program

(Advanced Curriculum: Master the Latest Cross-Channel AI Media Stack)

Recommended after the Beginner Track or for advertisers who already run paid media. Eight modules covering strategic budget allocation, cross-channel attribution, retail media and agency-grade business reporting.

MODULE 1 The Latest Cross-Channel Paid Media Landscape

3 hrs

- **AI-driven bidding across platforms:** Performance Max, Advantage+ and Copilot ads compared.
- **Break-even ROAS benchmarks by channel** and how to use them in planning.
- **Channel diversification:** moving beyond Google and Meta toward CTV and retail media.

MODULE 2 Strategic Budget Allocation & Reallocation

2.5 hrs

- **The 70/20/10 rule reframed** for 2026: proven channels, growth bets and experimentation.
- **Quarterly rebalancing** based on CAC trends and saturation signals, instead of annual planning.
- **Defending budget decisions** with evidence, not assumption.

MODULE 3 Cross-Channel Attribution & Measurement

3 hrs

- **Multi-touch attribution in a post-cookie world:** what's still reliable and what isn't.
- **Incrementality testing:** proving true channel impact beyond in-platform reporting.
- **Building a first-party data strategy** to protect measurement confidence.

MODULE 4 AI-Driven Campaign Optimization Across Platforms

2.5 hrs

- **Governance & guardrails for automation:** combining AI efficiency with human judgment.
- **Avoiding over-reliance on any single platform's black-box optimization.**
- **Setting the right inputs** so automated systems optimize for the right outcome.

MODULE 5 Retail Media & Emerging Channels

2 hrs

- **Amazon Ads, Walmart Connect & retail media growth** for physical goods brands.
- **CTV & streaming ads:** where they fit in a modern channel mix.
- **Deciding when a new channel is worth testing** vs. a distraction.

MODULE 6 Creative Strategy & Testing at Scale

2.5 hrs

- **Why creative quality is now the biggest performance lever**, not just targeting.
- **AI creative tools** for faster, higher-volume testing.
- **Structuring tests that produce real, actionable learnings.**

MODULE 7 Business Reporting & Defending Budget

2.5 hrs

- **Translating paid media performance into business-level reporting** CMOs and founders trust.
- **Independent measurement capability:** why it matters more as platforms automate execution.
- **Building a reporting cadence** that keeps stakeholders confident in the spend.

MODULE 8 Capstone: Full Cross-Channel Media Plan & Live Audit

2.5 hrs

- **Live audit:** hands-on session reviewing a real cross-channel media account.
- **Building a prioritized media plan** from audit findings.
- **Guidance on tools** for attribution, reporting and creative testing.

By the end of the Advanced Track, you will be able to plan, run and defend a multi-channel, AI-driven paid media strategy — at a specialist, agency-ready level.

INVESTMENT

Performance Paid Media Advertising Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first cross-channel media plan

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest budget allocation, attribution & retail media 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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