



PAID TRAFFIC MASTERY IN A NUTSHELL

COURSE OVERVIEW:

Customers are the life-blood of any business. It sounds cliché, but it's true. But how do you put that message in front of an unknowing audience and convert strangers into friends without breaking the bank? In this course, you'll learn how to leverage paid traffic channels—such as Google, YouTube, LinkedIn, and Facebook—to not only grow your customer base... but to grow your customer base at a PROFIT.

In this class, you will cover how to create a content marketing strategy as well as:

- Core Concepts of Paid Traffic
- Creating Your Ad Campaign Assets
- A Deep Dive on Facebook Ads
- Troubleshooting, Optimizing, and Scaling Your Ads
- An Overview of Google Ads
- An Overview of YouTube Ads
- An Overview of LinkedIn for B2B Ads

After completing the 50 question final exam, you will have a solid foundation in the following paid traffic tactics:

- How to align your paid traffic with your content marketing strategy including how to produce content for cold, warm, and hot traffic.
- Develop a Customer Avatar that helps you laser target your exact avatar to help you optimize your ad spending.
- Get a comprehensive breakdown of Facebook Ads to make sure your campaigns are working for you.
- Discover how to best track, troubleshoot, optimize, and scale your paid ads.
- Get an overview of Google Ads, LinkedIn Ads, and YouTube Ads to help raise awareness across different mediums.

COURSE OUTLINE:

MODULE 1: GETTING STARTED An introduction lesson to why paid traffic is critical to your digital marketing strategy.	MODULE 5: TROUBLESHOOTING, OPTIMIZING, & SCALING Dive into the key metrics you need to look at to evaluate your campaign.
MODULE 2: CORE CONCEPTS Learn the 3 step traffic systems that automate relationship building and turn cold prospects into a brand evangelist.	MODULE 6: GOOGLE ADS WITH MIKE RHODES Learn the fundamentals of the Google Ad platform including how to define your campaign goals, track and optimize your ads, and track conversions.
MODULE 3: CRAFTING YOUR CAMPAIGN ASSETS Discover the fundamentals of the ad creation process despite the ad platform.	MODULE 7: YOUTUBE ADS WITH TOM BREEZE Learn the fundamentals of the YouTube Ad platform including how to define your campaign goals, track and optimize your ads, and track conversions.
MODULE 4: FACEBOOK DEEP DIVE Learn how to run ad campaigns via Facebook including how to set up your campaigns and track them on Facebook.	MODULE 8: LINKEDIN PAID ADS Learn to leverage LinkedIn to reach your B2B audience, develop world-class creative and copy, and use retargeting to accomplish your goals.

WHO SHOULD TAKE THIS COURSE:



Paid Media Managers



Content Marketing Managers



Solopreneurs/Entrepreneurs

WHEN YOU'RE DONE YOU'LL...

Receive a solid, foundational understanding of today's paid media tactics:

- Create a content media strategy that you can implement in your overall digital marketing strategy.
- Identify important KPIs and how to test, troubleshoot, optimize, and scale your paid traffic campaigns.
- Build Ads across multiple platforms such as: Facebook, LinkedIn, YouTube, and Google.
- Develop a true campaign strategy that focuses on giving maximum value to your customer and move them along the Customer Value Journey.