

EXPERTS PRO - *PPC* COURSE INDEX

\$95 / CLASS | CHOOSE ANY 1 (META OR GOOGLE) | FOR BOTH \$95x6 ADDITIONAL FEES

1ST CLASS :

Short Discussion about **PPC Phish!ng - Support** Calls Campaign Setup + Domain, Hosting, Anti DDOS BF Servlet References, Registration,

2ND CLASS :

Short Discussion about a Perfect Landing Page for driving Targeted Traffic at Low Cost (Lowest CPC Rate) + Dynamic & Static Landing Page Upload, Configure with Database & PHP MyAdmin

3RD CLASS :

Short Discussion on Best & Advance **PPC Phish!ng - Support** Script + Demonstration of How to Configure TFN, Content & Upload PPC Phish!ng - Support Script in Anti DDOS BF Servlet with custom URL

4TH CLASS :

Short Discussion on Anti Red Flagging Technique 1 on **PPC Phish!ng - Support** Script + Demonstration of How to Configure **PPC Phish!ng - Support** Script using Code Mangler

5TH CLASS :

Short Discussion on Anti Red Flagging Technique 2 on **PPC Phish!ng - Support** Script + Demonstration of How to Configure **PPC Phish!ng - Support** Script using Red Flag Shell & Red Flag Site Guard Scanner + Anti Red Flag File Structure Setup

6TH CLASS :

Short Discussion on Anti Bot Application + Demonstration of How to Configure Landing Page & POPUP Script using Anti Bot Application

7TH CLASS :

Short Discussion on URL Encryptor & URL Mystifier + Demonstration of How to Configure URL Encryptor & Mystifier for your Money Page

8TH CLASS :

Short Discussion on URL Turner & Bot Check Redirection + Demonstration of How to Configure URL Turner & Bot Check Redirection for your Money Page

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EXPERTS PRO POP-UP COURSE, YOU CAN OPT FOR ANY ONE CAMPAIGN LEARNING COURSE (META OR GOOGLE ADS)

Course : Meta Ads for Senior Leads (Agency Account)

Audience: Targeting Rich Senior Citizens (USA, UK, Australia, Japan)

Format: 6 Classes, 30 Minutes/Day, Remote

9TH CLASS : Foundation & Account Setup

- Agency Account vs. Personal Account: Key Advantages.
- Business Manager Structure: Assets, People, and Permissions.
- Creating a Dedicated Ad Account for Senior Citizen Campaigns.
- Verifying Your Domain for Website Clicks Ads.

10TH CLASS : Crafting the Premium Audience

- Core Audience Builder: Location (USA, UK, AU, JP).
- Detailed Targeting by Age (65+).
- Interest Targeting: Luxury Interests, High-End Publications, Investments.
- Layered Demographics: Household Income, Life Events.

11TH CLASS : Ad Creative for a Luxury Audience

- Image Best Practices: High-Quality, Relatable, Trustworthy.
- Ad Copy Psychology: Respectful, Benefit-Oriented, Clear CTA.
- Video Ads: Short, Professional, with Subtitles.
- Ad Formats: Single Image, Video, and Carousel Ads.

12TH CLASS : Campaign Structure & Website Clicks

- Campaign Objective: Selecting "Traffic" for Website Clicks.
- Budget & Schedule: Daily vs. Lifetime Budget.
- Placements: Advantage+ vs. Manual Placements (Feed, Stories).
- Bidding Strategy for Link Clicks in Tier-1 Countries.

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13TH CLASS : WhatsApp Chat Leads Campaigns

- Campaign Objective: Selecting "Conversations."
- Setting Up the WhatsApp Business Account Connection.
- Crafting the "Click to WhatsApp" Ad.
- Writing the Welcome Message for High-Intent Seniors.

14TH CLASS : Tracking, Reporting & Optimization

- Meta Pixel Basics: Installation and Event Tracking.
 - Key Metrics for Leads: Cost Per Link Click, Cost Per Conversation.
 - Analyzing Ad Reports: Identifying Winning Audiences/Creatives.
 - Basic Optimization: Pausing, Budget Re-allocation, A/B Testing.
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Course : Google Ads for Senior Leads (Agency Account)

Audience: Targeting Rich Senior Citizens (USA, UK, Australia, Japan)

Format: 6 Classes, 30 Minutes/Day, Remote

9TH CLASS : Google Ads Agency Account Setup

- Navigating Google Ads Manager Account (MCC).
- Creating a New Campaign within the Agency Structure.
- Linking Client Accounts and Managing User Permissions.
- Setting Up Billing Profiles for Different Clients.

10TH CLASS : Search Ads Strategy & Keywords

- Campaign Type: Selecting "Search" Campaign.
- Keyword Research for Affluent Seniors: High-Intent Terms.
- Match Types: Broad Match, Phrase Match, Exact Match.
- Structuring Ad Groups for Thematic Relevance.

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11TH CLASS : Crafting Premium Search Ads

- Writing Compelling Headlines and Descriptions.
- Ad Extensions: Sitelinks, Callouts, and Structured Snippets.
- Using Ad Customizers for Personalization.
- URL Options: Final URL and Tracking Templates.

12TH CLASS : Google Display Ads for Prospecting

- Campaign Type: Selecting "Display" Campaign.
- Building the Audience: Detailed Demographics (Age, Household Income).
- Placements: Managed Placements on Premium Websites.
- In-Market & Affinity Audiences for Luxury Interests.

13TH CLASS : Creating Effective Display Ad Creatives

- Responsive Display Ads (RDA): The Primary Format.
- Uploading High-Quality Images and Logos.
- Writing Effective Short and Long Headlines.
- Best Practices for Engaging, Simple Visuals.

14TH CLASS : Website Chat Leads & Campaign Management

- Goal-Oriented Setup: Selecting "Leads" as the Campaign Goal.
 - Integrating Google Chat/Third-Party Chat Widgets.
 - Key Performance Indicators (KPIs): CTR, Conversion Rate, CPA.
 - Ongoing Management: Bid Adjustments, Search Term Reports, Pausing Ads.
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