

Training Title	Performance Marketing Training: Meta Ads, Google Ads & Analytics
Trainer	NICOLE YOUNES – CAROLE ASSAF
Date & Time	Date: September 8, 2026 Time: 9 AM – 4 PM
Venue	Lebanese Training Center – Sanayeh - CCIAB Bldg. -6 TH Floor
Target Audience	• Marketing Managers • Marketing and Advertising Managers • Business Owners and Entrepreneurs • Marketing and Sales Professionals • Social Media Managers • Digital Marketing Professionals • E-Commerce Professionals • Communication and Brand Teams • Freelancers and Consultants • Sme Managers and Employees • Professionals who want to better understand paid digital advertising
Outline	• Foundations of Performance Marketing • Marketing Objectives • Strategy Development • Audience & Segmentation • Channels & Platforms • Campaign Structures • Search Advertising & Intent • Messaging & Offers • Metrics & Measurement • Data Interpretation • Performance Troubleshooting • Conversion & Landing Pages • Testing & Optimization • AI Tools in Marketing

Learning Outcomes

- Understand the principles and role of performance marketing based on the principles of Marketing
- Distinguish between awareness, traffic, lead generation and conversion objectives
- Build a basic performance marketing strategy using Strategic Marketing as foundation
- Identify appropriate audiences and customer segments while using types of segmentation
- Understand when to use Meta Ads versus Google Ads
- Understand the structure and logic of Meta advertising campaigns based on Integrated Marketing Communication Strategy
- Understand Google Search advertising and search intent
- Develop effective advertising messages and offers
- Identify the key metrics used to evaluate campaign performance
- Read and interpret basic campaign data
- Identify performance problems and possible solutions
- Understand conversion and landing-page principles
- Apply basic testing and optimization techniques
- Use AI tools to support selected performance marketing activities
- Develop a simple performance marketing campaign based on a business case