



TEDAURA

Academy



Stop Guessing Your Marketing Budget.

Start Scaling Your Business.

The Complete Meta Ads & Google Business Profile Mastery Program

Specially Engineered for Business Owners & Entrepreneurs

Module 1

Local Dominance via Google Business Profile (GMB)

Beginner to Advanced

The Baseline Fix: Reclaiming, configuring, and optimizing your listing to avoid suspended accounts.

Local SEO Architecture: Smart keyword mapping, dynamic local review generation tactics, and profile authority tricks to consistently hit the top of the Map Pack.

Insights & Actions: Interpreting call, direction, and website click data to calculate foot traffic and direct revenue.

Module 2

Meta Ads Infrastructure & Tracking Foundations

The Technical Setup.

Assets Ownership: Correctly structuring Meta Business Suite, Ad Accounts, and Page permissions without relying on external agencies.

Data Integrity: Complete, bulletproof implementation of the Meta Pixel and Conversions API (CAPI) to track exact purchaser behavior bypassing iOS restrictions.

Audience Customization: Building hyper-targeted Custom and Lookalike audiences from your current client data.

Module 3

Campaign Engineering & Funnel Architecture

Intermediate to Advanced

The Entrepreneur's Framework: Choosing the exact right campaign objectives (Leads vs. Sales vs. Engagements) depending on your business type.

Creative Assets that Convert: Copywriting frameworks and high-impact visual rules that capture attention in busy feeds.

The Audience Network Placement Strategy: Using Meta's partner placements efficiently without burning budget on low-intent clicks.

Module 4

Budget Mechanics & Scaling Operations

Advanced ROI Mastery

Budgeting Realities: Setting up Advantage Budget Distribution (\$CBO\$ vs. \$ABO\$) to match your cash flow constraints.

Data Analysis: Deciphering the metrics that matter (\$ROAS\$, Cost Per Lead, Conversion Rate) while ignoring vanity metrics like Likes and Impressions.

The Safe Scaling Framework: How to scale your daily spend by 20% increments without breaking the algorithm or fatiguing your audiences.

Why This Program is Different

This section addresses the biggest objection an entrepreneur has: "I don't have time for a generic theory class."

| Feature | What It Means For Your Business |
|--------------------|---|
| 0% Fluff, 100% ROI | No deep history of social media. Every single hour spent directly improves your live campaigns or local visibility. |
| Agency Freedom | Learn exactly how to evaluate metrics so you never get misled by marketing reports again—even if you decide to delegate later. |
| Live Audits | Bring your actual Business Manager and active setups to class. We optimize your real ad accounts live during training sessions. |

**“If you don't control your traffic,
you don't control your revenue.”**

**Secure your slot for the next executive cohort. Seats are strictly
limited to maintain hands-on campaign support.**

