DevOpsSchool

Course curriculum · November 2026

LEVEL 01 OF 04 · FOUNDATION

Linkedin Ads Foundation Training

Understand LinkedIn's audience and features, optimise profiles and Company Pages, and publish organic content that earns reach.

LIVE ONLINE **Max 8-10 hours**	CORPORATE (DAY-WISE) **1 day · Day 1**	SELF-PACED VIDEO **1-year LMS access**
BATCH SIZE **Max 10 learners**	NEXT BATCHES **1st of every month · weekends: first Saturday**	CERTIFICATE **Verifiable certificate of completion**

Foundation 1 day · This curriculum	**Essential** 2 days · Next step	**Intermediate** 3 days · Later	**Advanced** 5 days · Later

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	11 topics · Foundation
Hands-on labs	1 lab
Formats and fees	Live, 1:1, self-paced, corporate
Trainer and reviews	Rajesh Kumar
Enrolment	Batches, payment, contacts

WHY DEVOPSSCHOOL

- Rated 4.6 on Google
- 1,500+ verifiable certificates issued in the public registry
- Trainer Rajesh Kumar: 20 years in industry
- Small batches: max 10 learners, every session recorded

Course page: www.devopsschool.com/courses/linkedin/linkedin-ads-foundation-training.html
Talk to us: WhatsApp +91 99057 40781 · +1 (469) 756-6329 · contact@DevOpsSchool.com · reply within 1 hour

OUTCOMES

What you will achieve

By the end of the Linkedin Ads course path, you will be able to:

1

Plan LinkedIn marketing strategy

Combine optimised profiles, Company Pages and content with a full-funnel paid strategy.

2

Launch targeted ad campaigns

Run every major LinkedIn ad format with precise targeting, lead forms and conversion tracking.

3

Optimise for measurable ROI

Use budgets, bidding, analytics and testing to improve cost per lead and campaign results.

WHAT THE FOUNDATION LEVEL ADDS

LinkedIn platform, profiles, pages and organic content

Hands-on: Optimise a Company Page and content plan. Audit and improve a personal profile and Company Page, then plan and publish a two-week content calendar using three LinkedIn content types.

WHO SHOULD ATTEND

- Beginners and working professionals who are new to Linkedin Ads and want a solid, hands-on start.
- Engineers, analysts, testers and students preparing to use Linkedin Ads on real work.
- Leads and managers who want first-hand familiarity with Linkedin Ads.

BEFORE YOU START

- No prior Linkedin Ads experience is needed.
- Basic computer skills and a laptop with a stable internet connection for the live sessions and labs.
- This curriculum includes every earlier level, so it is complete on its own.

AGENDA · FOUNDATION

Linkedin Ads Foundation Training agenda

11 topics. Each level builds on the one before it, so this curriculum lists every earlier level in full. Days are for corporate (day-wise) delivery; live online batches cover the same agenda in max 8-10 hours.

DAY 1 — Foundation: LinkedIn platform, profiles, pages and organic content

New at this level

1. LinkedIn overview: the platform for B2B marketing, members, Company Pages and the Campaign Manager ecosystem
2. New features and updates: recent changes to ad formats, AI campaign tools and Company Page features
3. Platform statistics: reading LinkedIn's published audience data and applying it to your market
4. Who is using LinkedIn: decision makers, job seekers, recruiters and industry segments
5. Your personal profile: headline, about, featured section, follow button and custom URL that support discovery
6. Company Pages: adapting for discovery with SEO-friendly descriptions, showcase pages and hashtags
7. Building for success: page admins, employee advocacy, followers and Page analytics
8. Content marketing on LinkedIn: goals, audience research and an editorial calendar
9. Content types on LinkedIn: text posts, images, documents, video, polls, newsletters, articles and events
10. Content best practice: hooks, formatting, posting cadence, comments and measuring engagement
11. Organic versus paid: when organic reach is enough and when to invest in ads

PRACTICE

Hands-on labs

You build these yourself during the course, guided by the trainer.

FOUNDATION

Optimise a Company Page and content plan

Audit and improve a personal profile and Company Page, then plan and publish a two-week content calendar using three LinkedIn content types.

HOW YOU CAN LEARN

Formats and fees

The same agenda in four formats. Fees are in Indian rupees as of November 2026; the course page shows them in your currency.

FORMAT	DURATION	WHAT YOU GET	FEE
Live & interactive (online)	Max 8-10 hours	Instructor-led public batch of max 10 learners with demos, labs, Q&A and assignment review. Weekday batches start on the 1st of every month, weekend batches on the first Saturday of every month.	**INR 34,999**
1:1 live training (online)	Max 8-10 hours, one-to-one	The same agenda, taught one-to-one by the trainer. Starts immediately, without waiting for the next batch; sessions planned around your working hours, at your pace.	**INR 99,999**
Self-paced video	1-year LMS access	All four Linkedin Ads levels, plus 20+ more courses and 50+ tools, at your own pace.	**INR 833/month** billed yearly at INR 9,996
Corporate (day-wise)	1 day for this level	A private batch for your team, on demand. Foundation 1 day, Essential 2, Intermediate 3, Advanced 5 (cumulative).	**Quote on request**

ASSESSMENT AND CERTIFICATE

Your progress is checked through hands-on labs and assignments at every level. On completion you receive a DevOpsSchool certificate of completion with a unique credential ID that anyone can verify at devopsschool.com/certificates.

INCLUDED WITH EVERY LIVE BATCH

- Every live session is recorded and stays in your LMS for a year.
- Can't attend your batch? Move to next month's batch.
- Free demo class before you pay.
- Free 10-15 minute call with an advisor or the trainer to check the course fits you.

YOUR TRAINER

Learn from Rajesh Kumar

Principal Architect, trainer and mentor in DevOps, SRE, DevSecOps and platform engineering, with 20 years across 8+ software MNCs, including Staff DevOps/SRE Engineer for a leading Japanese mobile-payment platform and Principal DevOps Architect and Manager in Europe.

Profile: www.rajeshkumar.xyz · Videos: youtube.com/@TheDevOpsSchool

20 years in industry	**200+** corporate trainings
10,000+ engineers mentored	**70+** organisations coached

REVIEWS

What learners say

Rated 4.6 on Google · more reviews at devopsschool.com/testimonials and in our video testimonials.

> “Rajesh is very good trainer. Rajesh was able to resolve our queries and question effectively. We really liked the hands-on examples covered during this training program.”
>
> Indrayani, India

> “The training was very useful and interactive. Rajesh helped develop the confidence of all.”
>
> Abhinav Gupta, Pune

START YOUR LINKEDIN ADS TRAINING

Join the next batch

Weekday batches start on the 1st of every month and weekend batches on the first Saturday of every month, with max 10 learners each. 1:1 training can start immediately; corporate batches run on demand. We reply within 1 hour.

Pay by UPI, credit and debit cards, net banking or PayPal. Before you pay, read our refund policy. All levels of this course: www.devopsschool.com/courses/linkedin/

ENROL OR RESERVE A SEAT
Linkedin Ads Foundation Training

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Next step after this level: Linkedin Ads Essential Training - Plan awareness, consideration and conversion campaigns, set up Campaign Manager and target the right professional audiences.