DevOpsSchool

Course curriculum · November 2026

LEVEL 01 OF 04 · FOUNDATION

Twitter Ads Foundation Training

Set up an optimised business profile on X (formerly Twitter) and understand how X Ads, objectives and ad formats work.

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	Essential	Intermediate	Advanced
1 day · This curriculum	2 days · Next step	3 days · Later	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/twitter/twitter-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 Twitter Ads course path, you will be able to:

1

Build a strong presence

Run a well-branded business profile with planned content, lists and an engaged following.

2

Launch effective campaigns

Plan, target, bid and launch X Ads campaigns using the right objective and format.

3

Measure and optimise

Track conversions with UTM and the X Pixel and optimise budget and creative from analytics.

WHAT THE FOUNDATION LEVEL ADDS

Business profile, platform basics and ad formats

Hands-on: Optimise a brand profile on X. Create or refresh a business profile with brand images, a strong bio, website link and pinned post, and open an X Ads account ready for campaigns.

WHO SHOULD ATTEND

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

BEFORE YOU START

- No prior Twitter 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

Twitter 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: Business profile, platform basics and ad formats

New at this level

1. Using Twitter for business: how X timelines, replies, reposts, trends and search work for brands
2. Optimized account: creating a business account by choosing a handle and display name that match your brand
3. Profile branding: profile picture and header image sizes and customising your profile to match the brand
4. Profile information: writing a strong bio and setting date of birth, location and website address
5. Pinned post: using your pinned tweet to feature an offer, launch or key message
6. Getting verified: X Premium checkmarks, Verified Organizations and what verification changes
7. Introduction to Twitter advertising: the ad auction, ads.x.com account setup, payment and roles
8. Types of Twitter ads: promoted posts, image, video, carousel and vertical video ads, Amplify and Takeovers
9. Getting started with Twitter Ads: campaign objectives and the campaign, ad group and ad structure
10. Creative basics: using images and videos, writing great headlines and implementing relevant hashtags
11. Community basics: interacting with followers and checking direct messages regularly

PRACTICE

Hands-on labs

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

FOUNDATION

Optimise a brand profile on X

Create or refresh a business profile with brand images, a strong bio, website link and pinned post, and open an X Ads account ready for campaigns.

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 Twitter 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 TWITTER 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/twitter/

ENROL OR RESERVE A SEAT
Twitter Ads Foundation Training

WHATSAPP · INDIA
+91 99057 40781

WHATSAPP · USA
+1 (469) 756-6329

EMAIL
contact@DevOpsSchool.com

Next step after this level: Twitter Ads Essential Training - Grow a relevant following with planned content and lists, and launch your first targeted X Ads campaign with a sensible budget.