



Online, Internet & Digital Marketing Training:

***Running a Pay per Click (PPC)
Advertising Campaign
(Google AdWords)***



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Online, Internet & Digital Marketing Training: Running a Pay per Click (PPC) Online Campaign

Online advertising is now a critical part of any online marketing campaign. It has been shown that 40% of search engine users click on the AdWords that are presented on any search. Pay per click (PPC) is an advertising model used on websites, advertising networks, and search engines where advertisers only pay when a user actually clicks on an ad to visit the advertiser's website. Advertisers bid on keywords they believe their target market would type in the search bar when they are looking for a product or service.



Topics Covered

- Overview of Search Engine Marketing - Paid Advertising or Pay per Click (PPC) Advertising
- Introduction to Paid Advertising Services from Google AdWords, Yahoo Search Marketing, MIVA and others.
- How Google AdWords works - Click Through Rates (CTR's) and Bidding
- How to set up an effective Google Adwords Campaign
- How to write an effective Adword Ad, how to set your daily budget, set up a locally targeted campaign.
- How to improve your Click Through Rate (CTR)
- You will also receive advice on landing pages for success as well as learn how to manage your campaigns on an ongoing basis.

This 1 day course clearly explains the advantages of running a Google AdWords campaign, how the process works with the most frequently used search engine, and most importantly how to monitor your results. You will be taken through a live tutorial to set up your own Pay-Per-Click campaign. We only use certified trainers who work within the PPC industry on a daily basis and the trainers we use manage multiple high budget campaigns for large global companies. Upon completion of the course you will be in a position to implement your paid advertising (PPC) campaign for your company as well as having a better understanding of how to monitor the campaigns success.



Who Should Attend?

The seminar will be highly relevant to anybody with responsibility for developing or implementing an organisation's online strategy, including senior management, marketing managers, communication specialists, webmasters and IT managers and personnel.

More Information

To find out more about this and the other training courses offered by SureSkills, please call Dan Goggin at our training centre on +353 1 240 22 37 / Dan.Goggin@SureSkills.Com/ or visit www.sureskills.com



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