

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Creating A Google AdWords Campaign

Course Overview

Many companies advertise with pay per click ads. This course focuses on the largest machine available: Google AdWords. In this one-day course, delegates will learn how Google AdWords work, what pay per click means, the importance of correctly setting an AdWords budget, how to select keywords and set up ad groups, how to design a compelling ad, and how to make adjustments to increase success.

Course Objectives

This one-day workshop will teach delegates how to:

- Define Google AdWords and pay per click.
- Set up keywords lists and groups.
- Find tracking and statistical information.
- Describe conversions from clickthrough's.
- Decide whether they will write their own ads or enlist help.

Prerequisite

There are no prerequisites.

Target

Marketing Teams and person looking to create digital awareness of their business.

Duration

- 1 Day



Course Outline

Understanding AdWords Lingo

To begin, delegates will learn some key terms, including AdWords, search engine optimization, clickthrough's, impressions, and "Pay Per Click" (PPC) ads. Delegates will also review their pre-assignment.

Creating an AdWords Strategy

This session will show delegates how to make the most of their PPC budget. First, planning steps will be discussed. Then, delegates will learn about choosing keywords for their PPC campaign, including long tail vs. short tail strategies. Ad groups will also be covered.

Creating a PPC Campaign

Next, delegates will learn about PPC budgeting. They will also learn what the Google quality score is, how to view it, and how to improve it.

Designing Your Ads

In this session, delegates will learn why ad copy is so important in a PPC campaign. They will learn how to choose appropriate language, use persuasive techniques, and structure an ad. They will also learn about some pitfalls to avoid.

Looking at Success

The final session of the course covers reviewing and revising ad campaigns. First, key metrics (including conversion and clickthrough rate) are discussed. Then, some ways to increase success (such as split tests and the Google Display Network) are covered. Finally, delegates will learn about keeping up to date with changes and continuing their learning.