



Google Ads

Google Ads Advanced Training

Digital Advertising is arguably the best way to reach your intended Marketing Audience. If you or your company is still stuck in the old ways you have already lost the battle.

Traditional advertising methods are losing ground to the digital/mobile landscape as consumer habits have changed drastically in the last few years. The new generation of 'always connected' users means you need to have a digital strategy in place. You need to catch up with the Digital World NOW!

Learn Google Ads with us and you will have the ability to set up and launch campaigns and be confident to run these campaigns based on your business goals.

What you will learn :

- Module 1
- Introduction to Google Ads - Understanding what online advertising is and where Ads fits in
- Module 2
- Importance of Ads - How Quality Score works and why it's so important in AdWords
- Module 3
- Structure Your Account - How to structure your account, campaigns and ad groups to position yourself for success
- Module 4
- Keywords Research - How to research, identify and refine the keywords and match types
- Module 5
- Great Text Ads - Tips for writing great text ads
- Module 6
- Users Targeting - Targeting users by geography, language, device, and even day of week and time of day
- Module 7
- Bidding Types - Cost per Click (CPC), Cost per Acquisition (CPA) and Cost per Impression (CPM) bid types
- Module 8
- Conversions Tracking - Tracking conversions and measuring ROI from your campaigns
- Module 9
- Display Advertising - Connect with your audience on millions of websites using the image, video, and rich media display ad formats
- Module 10
- Display Targeting - Use contextual, placement, topic and audience targeting techniques to find the right places to put your ads
- Module 11
- Audience Targeting - Identify and target prospective customers with laser-focused messaging
- Module 12
- Mobile Advertising - Leverage the opportunity created by mobile devices and effectively advertise to smartphone and tablet users
- Module 13
- Effective Text Ads - Use dynamic keyword insertion (DKI) to quickly and efficiently create text ads on the fly that speak the specific language of the searcher
- Module 14
- Extending Your Ads - Extending your text ads with the location, call, product, sitelink, social, and mobile app extensions
- Module 15
- Diagnostics - Diagnose problems

Course Duration: **2 Days**
Time: **9:30am-5:30pm**
Course Fee: **RM2,500+SST**

*per pax



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