



Google Ads

Google Ads Advanced

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!

What you will learn:

- Introduction to Google Ads
- Importance of Ads
- Structure Your Account
- Keywords Research
- Great Text Ads
- Users Targeting
- Bidding Types
- Conversions Tracking
- Display Advertising
- Display Targeting
- Audience Targeting
- Mobile Advertising
- Effective Text Ads
- Extending Your Ads
- Diagnostics



Course Duration:

2 Days

Time:

9:30am-5:30pm

Course Fee:

RM2,500+SST
*per pax



Certified Head Trainer

HRD Corp TTT Certified Trainer

Joycelyn Teh is the Online Consultant of Optisage Technology Sdn Bhd (www.optisage.com), a full-service internet marketing company based in Johor Bahru, Malaysia, whose services include Web Development, Web Solutions, e-Commerce, SEO, SEM and online strategic consulting.

With more than 8 years of experiences in Online Business, she is a Microsoft Certified Individual and Google Online Professional of globally recognized certificate from Google and Microsoft.



CALL OR WHATSAPP
FOR DETAILS

+6011-1144 5462



www.OnlineMarketing-Academy.com



info@OnlineMarketing-Academy.com



+607-288 1726