

Google Adwords

Are you a marketing manager or business owner who wants to get to grips with Google AdWords? Maybe someone else manages it for you and you want to be confident in speaking the AdWords language! Or you understand the huge potential of advertising on the world's biggest search engine and want to understand how to use it to your advantage.

Our plain-talking course will explore all the key terms and most effective approaches, and leave you fully equipped to start using Google AdWords to bring new customers to your business.

Learning Outcomes

- Gain confidence and in the language and techniques
- See best practice examples for inspiration
- Understand how to use budgets wisely for maximum sales opportunities
- Practical tips on creating ads and landing pages that convert customers

Course Outline

- The importance of keywords and how to define them
- Understanding your audience and their intent
- Bidding and budgets
- Campaign structure
- Creating the perfect ad
- How to read the data
- Effective landing pages

Course Details

Course duration	3.5 hours
Max delegates	12

For prices and dates please get in touch:

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www.cambridgenetwork.co.uk/learning