

Introduction

- Introduction to the course
- Key terms in digital advertising

Google Ads (Formerly Google AdWords)

Part 1: Google Search

Overview

- Account basics
- Quality score and its implications
- Keyword research - The base for every good performance search campaign
- Strategic considerations when designing an account
- AdWords editor

Ad Groups

- Developing performance ad groups
- Practice workshop

Ads (creative)

- How to craft a successful ad to match the ad group and product
- Practice workshop

Landing pages

- Understanding the fundamentals of a good landing page
- Guidelines, best practices and editorial policies
- Practice workshop

Bidding

- Bidding and performance budget strategies
- Different bidding types
- CPA calculation

Conversions

- Conversion tracking and deployment
- How to implement conversion tracking
- Conversion tracking types
- Conversion tracking best practices

+ Overall practical workshops

Part 2 : Google Display Network (GDN)

- Basics - GDN advertising overview
- Remarketing and other targeting options
- GDN targeting options
- Display campaign optimizer
- Youtube advertising - types of youtube campaigns + creative

— AdWords fundamentals certification exam —

Mobile & App Advertising

- Overview
- Special settings for mobile
- App advertising
- Tracking
- Tips & Tools

Google Analytics

- Basics
- Data collection
- Dimension & Metrics
- Basic reports
- Tagging marketing efforts
- Goals & Funnels
- Remarketing lists and segmentation
- Working with data

Facebook

- Introduction to social media marketing
- How facebook advertising works
- Facebook ads manager - account structure
- Campaign types, placements, ad types
- Conversions (Pixel)
- Audiences (targeting)
- Remarketing
- Facebook reports for optimization
- Practice workshop - build a campaign

+ Overall practical workshops

Recap & Final Projects

- How everything connects - managing complex digital advertising activity
- Final projects preparation (how to think, plan & present a smart PPC planning for short/ long term for a client).
- Final project presentations