

LEARN & IMPLEMENT ON YOUR BUSINESS GOOGLE ADS FROM EXPERT IN 8 HOURS.



Learn & Implement on your Business
Google Ads from Expert in 8 Hours

S. Reza Merchant
(CEO Websoft International)
Since 2002
Experience : 800+ Google Campaigns Local + international

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Google Ads Hands on **TRAINING**
Individually Attention with Direct Trainer

**LEARN & COMPLETE AFTER COURSE SUPPORT
CREATING CAMPAIGNS FOR YOUR BUSINESS**

Course Description

In this 8 Hours comprehensive and hands-on Google Ads course, candidates will learn step by step how to develop a Google search and display advertising strategy and create campaigns that will effectively generate leads, sales, and web traffic.

In the Google Search Engine Marketing (SEM) Advertising track, candidates will learn how to set up Google Ads search advertising campaigns from scratch, including setting appropriate daily budgets and keyword bids, conducting keyword research, and writing ad copy.

In the Display Pay Per Click (PPC) Advertising track, candidates will demonstrate the ability to effectively deliver display ads, which include banner, text, and smart ads on the Google Display Network. Candidates will learn how to reach new and existing customers using audience targeting,

increase efficiency with automated bidding strategies, and improve campaign performance with Google Ads' Performance Planner.

Candidates will also demonstrate the ability to measure and optimize ad campaign performance to improve return on advertising spend (ROAS) using Google's measurement solutions such as conversion tracking.

Who Should Take This Course

This course is suitable for Marketing Managers, Marketing Executives, Performance Marketers, Media Specialists, Business Owners, and Individuals who manage or execute the technical aspects of Google Ads.

Prerequisite

You are required to have basic computer navigational skills such as opening and closing, dragging and dropping, copying and pasting of files.

Course Highlights

In this Google Ads course, trainees will learn:

- How to set up a Google Ads Search advertising campaign from scratch
- How to manage Google Search Ads campaigns in-house or outsource to an external vendor
- Techniques to Measure, Analyse, and Optimize your Search campaigns based on insights from industry experts
- That industry best practices may not always be the right way to go
- SEM strategies that will increase web traffic, lead generation, and sales
- How to set up a Google Ads Display advertising campaign from scratch
- How to manage Google Display Ads campaigns in-house or outsource to an external vendor
- Techniques to Measure, Analyse, and Optimize your Display campaigns based on insights from industry experts
- That industry best practices may not always be the right way to go
- GDN strategies that will increase brand awareness, web traffic, lead generation, and sales
- And much more

PHYSICAL IN-HOUSE TRAINING SESSIONS CAN BE HELD IN KARACHI PAKISTAN for MINIMUM 4 PERSONS OF AN ORGANIZATION AT THERE PREMISES.

FOR INDIVIDUALS COURSE CAN BE TAKEN ONLINE THRU ZOOM or EQUIVALENT PLATFORM.

For Details Email at: broadcasters.pakistan@gmail.com or Whatsapp at : +92333-3808622