Essentials of GOOGLE ADS

23 September 2021 10:00 AM - 24 September 2021 01:00 PM

Brief Overview:

Essentials of GOOGLE ADS

Session content:

- Pay-per-click Advertising
- Define your Goals
- Define your Customers
- Set realistic Expectations
- Craft the Buyer Journey
- Signing up for Google Ads
- Exploring Dashboard
- Exploring Campaigns
- Exploring ad groups
- Researching your key words
- Targeting with Key words
- Creating your First Google Ads Campaign Creating your first Advertisement
- Advanced Advertisement Tracking
- Monitoring your Advertisement
- Key Optimisation Strategy

For Whom:

- Individuals, Freelancer, Business Heads, Inside Sales Team, Marketing Team, Telemarketing, Telesales, Business Owners (Solopreneurs & Entrepreneurs) and Marketers.

Key Takeaways:

- Online Advertising.
- Pay-Per-Click.
- Good Ads.

Facilitator profile:

Mr. Rakesh Gopinathan,

Founder & CEO, WoWRakesh Business Academy

Impacted 1,12,129 leaners / participants, through a total of 1,288 sessions, across 146 clients & 45 agenices, 23 countries, deliveres sessions in ten different languages.

Fee Details:

- **Fee Details**
- Member amount : Rs 1534.00- (Including 18%GST)
- Non Member amount : Rs 1534.00- (Including 18%GST)
- Total Member count : 100