BREWORKS ACADEMY

2 DAYS
GOOGLE ADS COURSE

Learn How To Run An Effective Google Search Engine Marketing campaign (SEM) for Your Company and Maximise Your Returns

Course Duration
2 Days
9:00AM - 6:00PM

Course Fee
S$1200.00
Before 90% SkillFuture Funding

Mode of Delivery
Face-to-Face Classroom or
Online-Based Classroom (via Zoom)

Who Should Attend This Course

This Google Ads Course is designed specifically for beginners who are keen in Google Marketing or new to the platform. It's geared towards individuals in marketing roles, business owners, or anyone looking to start using Google Ads for Search Engine Marketing (SEM) campaign.

Minimum Entry Requirements

To enroll in this Google Ads Course, you should possess the following:

- 1 GCE 'N' level or equivalent (≥ 18 years old); or
- NITEC/ Higher NITEC (≥ 18 years old);
- Anyone who has keen interests in mastering Google Search Engine Marketing;
- Candidate who is in their own business and wanted to run their own Google Search Engine Marketing (SEM) campaign.

*   *You must at least has a basic computer skills, having a basic understanding of sales and marketing concepts would be beneficial too.*

COURSE DESCRIPTION

Embark on Mastering the Necessary Skillset today with us!

Have you ever wondered what strategies certain companies use to consistently rank at the top of Google search results?

Have you ever considered mastering the skillset required to run an effective Google Ads campaign?

In Singapore, Google has all along dominated as the most preferred search engine for as much as 94% of internet users engaged in product research, brand discovery, and service exploration. Achieving visibility through targeted search keywords or phrases is pivotal, as it not only amplifies brand awareness and boosts conversion rates but also solidifies brand credibility and fosters lasting brand recognition among consumers.

If you are looking into **advancing your careers** or **upskilling** your online marketing for your own business, mastering effective Google Search Engine Marketing (SEM) campaign is crucial. This 2-Day course ensures businesses consistently reach a broad targeted audience of daily searchers, showcasing the capability to enhance company profitability and market presence significantly.

Our intensive 2-Day Google Ads Course is designed to cover all fundamentals optimization strategies. Learners will learn how to effectively utilize different ad types such as search and display ads (SEM & PPC), set up campaigns strategically, target specific audiences, and conduct thorough keyword research for optimal campaign performance.

Additionally, the course includes in-depth sessions on budgeting, analyzing key metrics, and implementing the latest optimization techniques to maximize campaign effectiveness. Through a hands-on, project-based approach, participants will gain practical experience in planning, executing, and refining Google Search Engine Marketing (SEM) campaigns.

This comprehensive training is perfect for individuals aiming to master the Google Ads Marketing platform for impactful digital marketing results.

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LEARNING OUTCOMES

TERMINAL LEARNING OUTCOME

- **Develop a compelling marketing strategy** that integrates with Google Ads for optimal conversion rate and budget efficiency.

ENABLING LEARNING OUTCOME

- **Google Ad fundamentals**
  Analyse the fundamentals of Google Ads.

- **Marketing Strategy Integration**
  Integrate marketing strategy with Google Ads for tangible results.

- **Enhance Copywriting**
  Create compelling advertments that engage your audiences.

- **Maximize Ad Campaign**
  Produce optimal conversion rate and budget efficiency through Google Ads campaigns.

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COURSE OUTLINE
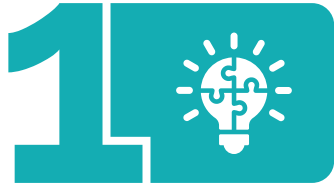
1. Introduction to Google Ads and Strategic Planning
- Overview of the marketing mix and how Google Ads fit in
- How Google Ads works
- Key considerations when planning a Google Ads campaign

2. Google Ads Campaign Setup
- Google Ads account structure
- Understanding the different advertising objectives
- Identifying and utilising the right bidding strategy for your goals setting up different types of ads
- Selecting campaign, network, location and languages
- Effective audience targeting techniques
- Keyword research and matching
- Copywriting best practices
- Creative format options
- Defining a budget

3. Measuring a Google Ads Campaign
- Understanding key Google Ads metrics
- Analysing ROI
- Comparing attribution models
- Conversion path analysis

4. Testing & Optimisation
- Understanding the components of Quality Score
- Improving ad relevance, landing page experience, and ad performance
- Tips for creating high-converting landing pages
- A/B testing landing pages

5. Assessment Component
- Written Assessment – Case Study
- Individual Project Presentation