



# Building Business Campaigns in AdWords

## On-site training course

### Overview

Building Business Campaigns in AdWords™ is designed for users who are familiar with the basics of Google AdWords™, but have not yet achieved the Return On Investment (ROI) required for their business.

### Prerequisites

You should be familiar with the basic functionality of Google AdWords™ (e.g. how to create campaigns and ad groups). This course is tailored to your business and marketplace, including a review of your AdWords™ account and website during the training.

### Course outline

- Google's network and advertising programmes;
- Key concepts in Pay-Per-Click (PPC) and Google AdWords™;
- AdWords™ Tiered Account Model (TAM);
- Defining your business and advertising criteria;
- Keyword discovery and mining;
- Building profitable AdWords™ campaigns;
- AdWords™ campaign optimisation;
- Developing effective ads and landing pages;
- Associated Google services;
- Modern Search Engine Optimisation (SEO) techniques;
- Building community with Social Media Optimisation (SMO);
- Online marketing and promotion.

### Coverage

Our Google AdWords™ training courses are available in greater London, the Midlands and across the East of England. We're happy to travel to any part of the UK, however, we may have to make an additional charge to cover our time and travel.

### Format and price

Building Business Campaigns in AdWords™ is a full-day course conducted at your premises. Facilities permitting, we'll train up to **3 members of your team at no extra charge**.

The price of this course is **£459.00** excluding travel (charged at cost).

### 30-day support guarantee

From experience, we know that no matter how good the training, you'll still have questions once you start building your own AdWords™ campaigns. Our price therefore includes **30 days unlimited email support** following your course.

### Book your course

Visit our website or email us on [enquiries@rise-marketing.co.uk](mailto:enquiries@rise-marketing.co.uk).

