Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Online marketing

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

240,00 €

PRICE INCL. VAT

295,20 €

including 23 % VAT

PDF SYLLABUS

Creating Advertising Campaigns - Google Ads & YouTube Ads

Clear overview of course topics, training scope and key information.

The course is intended for participants who have previous experience with digital marketing and want to focus on effective creation of advertising campaigns.

COURSE CONTENT

01 **Introduction to Google Ads**

What Google Ads is Definition of basic terms What PPC advertising is and how it works Types of PPC advertising What cost per click is

02 **Creating and Basic Settings of an Advertising Account**

Creating an advertising account Guidance through advertising account settings Turning on expert mode in Google Ads and description of its environment

03 **Creating an Advertising Campaign**

Keyword analysis Selection of suitable keywords for a campaign Creating a sample campaign

04 **Campaign Management**

Setting and monitoring campaign performance Campaign optimization Monitoring search queries Testing bidding, ads and targeting

05 **Hagakure**

What hagakure is What the structure of a hagakure advertising account looks like

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06 YouTube Ads

Introduction to YouTube advertising YouTube Ads formats Campaign types Payment models for YouTube ads Connecting a Google Ads account and YouTube channel

07 Discussion and Questions

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/google-ads