



Google AdWords Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

Successful PPC marketing programs offer incredible revenue and brand-building opportunities when executed and managed correctly. However businesses are often left frustrated by PPC jargon or under performing ads.

Our hands-on Google AdWords training course has been designed to equip you with the knowledge and confidence needed to get the most from your Google Adwords campaign. This course has been specifically designed to give learners an in-depth insight into the best PPC marketing strategies and practices to maximise your returns, and help achieve your marketing goals.

This course will guide you through setting up new campaigns, giving you a better structure and helping you to be more targeted with your ads. We will look at best practice techniques for navigating the AdWords interface to manage or create campaigns and our trainer will offer advice on confidently setting budgets and keyword and location bids.

Finally, we will identify ways to improve keyword matching to optimise performance and minimise duplication or crossover of ads.

This training is very interactive with practical demonstrations of your AdWords interface throughout the day.

"The feedback from the training was very positive, we are all really looking forward to using our new skills in upcoming projects"

Triona McCarthy, Quality Director,
Wright Medical



"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account
Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training
Instructor, City Jet





Why Choose Our Google AdWords Course

DCM Learning's Google AdWords training course has been designed to equip you with the knowledge and confidence needed to get the most from your Google Adwords campaign. This course will give learners an in-depth insight into the best PPC marketing strategies and practices to maximise your returns, and help achieve your marketing goals.

Specific reasons to choose this course:



Experienced: We have trained over 247 individuals successfully in Google AdWords over the last two years.



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field.



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

You're in Good Company

We have delivered the Google AdWords training programme to the biggest brands in Ireland including Dell, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





Google AdWords Course Outline

COURSE OVERVIEW

This Google AdWords training session will guide you through setting up new campaigns, giving you a better structure and helping you to be more targeted with your ads. We will look at best practice techniques for navigating the AdWords interface to manage or create campaigns and our trainer will offer advice on confidently setting budgets and keyword and location bids.

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LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Configure their Google Adwords account correctly
- Understand the real meaning of Google Adwords terminology
- Use the AdWords interface to manage or create campaigns
- Better structure and target your AdWords campaigns
- Use keyword matching to optimise performance
- Confidently set budgets and keyword bids

Below you will find a proposed course outline detailing all the topics covered on the training programme.



Course Contents

TOPIC 1: SETTING UP ADWORDS CAMPAIGNS

- Optimising AdWords campaign structure
- Strategies to increase campaign targeting
- Using AdWords extensions to improve campaign performance
- Techniques to assign campaign budgets
- Setting keyword bids to meet marketing objectives
- Choosing between the search and display network

TOPIC 2: OPTIMISING GOOGLE ADWORDS CAMPAIGNS

- Essential ways to improve Google Quality Score
- Optimising PPC campaigns with keyword matching
- Improving performance with listing position
- Ad copywriting best practices
- Monetising your conversion rates with AdWords conversion tracking

TOPIC 3: MAKING IMPROVEMENTS WITH ADWORDS REPORTING

- Dealing with the deluge of data: what should I be regularly looking at?
- Understanding real search terms that trigger your ads
- Reporting on competitor information
- How to find missed opportunities
- Understanding conversion tracking: am I making a profit?



Louise Bunyan

Training Associate

Louise is a digital marketing consultant, trainer and manager with a specialism in employer brand and talent attraction campaigns. Louise is committed to helping people and organisations use digital and social media technologies to connect, build relationships and improve businesses activities.

Louise is an internationally experienced results-driven digital marketing trainer with a diverse background. Louise works with a wide range of businesses of all sizes across all industries to audit their online presence and to create a practical online strategy to win more customers. She also has a passion for employer branding, recruitment marketing and talent acquisition.

Louise's areas of expertise include Digital Marketing, Google AdWords, Social Media Marketing, LinkedIn, Google Analytics, Instagram, Facebook and Twitter.

Some of Louise's qualifications and affiliations include:

- Post Graduate Diploma, Creative Digital Marketing, UCC
- BA in Media and Communications, University of Limerick
- Post Graduate Diploma, Public Relations and Event Management, Fitzwilliam Institute
- Winner of Best Marketing & Communications Blog 2016 from Blog Ireland Awards
- Train the Trainer, QQI/FETAC

"Louise had a great way with the team, covered all the points we had discussed and had a very clear and direct manner that we all responded to very well. She used good examples and anecdotes which will be useful to repeat, and had clearly done her research on the firm and our key individuals which also made an impact."

Suzy Maher, Senior Marketing Manager , Maples and Calder

MAPLES



Inhouse Training, One Size Doesn't Fit All.

Does your team need Google AdWords training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

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- ✉ dublin@dcmlearning.ie
- 📍 Guinness Enterprise
Centre

CORK

- ☎ 021 2429691
- ✉ cork@dcmlearning.ie
- 📍 Atrium Business Centre
Blackpool Business Park

DROGHEDA

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