

## GoogleGalaxy

### Quarter 3: GoogleGalaxy: Google Arsenal of Marketing Implementation

**Duration: 3 Months | Fee: 39,500/-**

Welcome to the third quarter of our program, GoogleGalaxy: Google Arsenal of Marketing Implementation. In this quarter, we start a journey to explore the vast arsenal of digital marketing tools and platforms offered by Google. Our intention is clear: to help you leverage these powerful tools to drive growth and success in your digital marketing campaigns. The purpose of this quarter is to equip you with the knowledge and skills needed to harness the full potential of Google's ecosystem, including Google Ads and Google Analytics. Understanding the importance of Google in today's digital landscape is essential, as it offers unparalleled opportunities for reaching and engaging with your target audience. Through a series of comprehensive modules and practical exercises, we will dive deep into the intricacies of setting up and optimizing marketing campaigns using Google Ads, as well as leveraging Google Analytics to track and analyze campaign performance. By mastering these tools, you will be able to create targeted, data-driven marketing campaigns that drive measurable results for your business. At the conclusion of this quarter, you will emerge with a solid understanding of Google's marketing platforms and the skills needed to implement effective campaigns that fuel growth and success.

#### Intention of this quarter

GoogleGalaxy is designed around mastering Google technologies for digital marketing. Throughout this quarter, students develop essential skills to effectively establish and manage marketing funnels using Google Ads campaigns, delving into targeting options and bidding strategies to optimize their marketing efforts. A significant focus of this quarter is on leveraging Google Analytics to track website performance, analyze audience behavior, and set up conversion tracking. Students gain proficiency in generating custom reports, enabling them to gain valuable insights into the effectiveness of their digital marketing strategies. Moreover, participants delve into the implementation and optimization of Google Tag Manager, a crucial tool for efficiently managing tags and tracking codes across various digital assets.

They gain practical exposure to technologies like programmatic advertising using Google Display & Video 360, Campaign Manager, and Data Studio, enabling them to master advanced campaign management, reporting, and attribution. The curriculum also covers monetization strategies and ad placement through Google AdSense, ensuring students are well-versed in optimizing performance and generating revenue through digital advertising. In addition to hands-on experience with Google technologies, the students prepare for and successfully complete relevant Google certification exams. This achievement not only validates their expertise in digital marketing using Google platforms but also showcases their proficiency to potential employers, enhancing their employability and career prospects in the digital marketing industry.

By the end of this quarter, students are well-prepared to implement effective digital marketing strategies, harness the power of Google's platform, and achieve measurable success in their marketing endeavors.

## Objectives of GoogleGalaxy

The objective of the GoogleGalaxy quarter is such that the students should have a comprehensive understanding of Google's digital marketing tools and be equipped with the necessary skills to excel in creating and executing successful digital marketing campaigns using Google platforms.

**1. Mastery of Google Ads:** Develop the skills to set up and manage effective marketing funnels using Google Ads campaigns, understanding various targeting options and bidding strategies to maximize return on investment (ROI).

**2. Proficiency in Google Analytics:** Gain expertise in leveraging Google Analytics to track website performance, analyze audience behavior, and implement conversion tracking, enabling data-driven decision-making in digital marketing campaigns.

**3. Efficient Google Tag Manager Implementation:** Learn the implementation and optimization of Google Tag Manager to streamline tag and tracking code management across digital assets, ensuring accurate data collection and tracking.

**4. Advanced Programmatic Advertising:** Acquire practical exposure to programmatic advertising with Google Display & Video 360, Campaign Manager, and Data Studio, mastering advanced campaign management, reporting, and attribution techniques.

**5. Monetization Strategies with Google AdSense:** Understand monetization strategies and ad placement using Google AdSense, optimizing ad performance and revenue genera-

tion for websites and online platforms.

**6. Preparation for Google Certifications:** Successfully prepare for relevant Google certification exams, demonstrating proficiency and expertise in digital marketing using Google platforms, which enhances credibility and employability.

**7. Application of Digital Marketing Techniques:** Apply the knowledge gained from Google technologies to create effective and data-driven digital marketing strategies, driving business growth and success.

**8. Integration of Analytics into Decision-making:** Learn to use data from Google Analytics to make informed marketing decisions, improving campaign performance and targeting efficiency.

**9. Enhanced Campaign Management:** Develop skills to effectively manage and optimize marketing campaigns on Google platforms, achieving better results and reaching target audiences more effectively.

**10. Measurable Success:** Aim to achieve measurable success through the implementation of learned techniques, using key performance indicators (KPIs) to track and evaluate the effectiveness of digital marketing efforts.

## Course Curriculum for GoogleGalaxy:

This Google Ads program is designed for a one-quarter timeframe and offers a comprehensive exploration of Google's digital marketing tools. Here's a breakdown of potential course topics by courses.

Code	Course Name	Program	Duration
GG01	Local Business Marketing with Google	GoogleGalaxy	2 Weeks
GG02	Mastery of Google Ads	GoogleGalaxy	2 Weeks
GG03	Proficiency in Google Analytics	GoogleGalaxy	2 Weeks
GG04	Efficient Google Tag Manager Implementation	GoogleGalaxy	2 Weeks
GG05	Advanced Programmatic Advertising	GoogleGalaxy	2 Weeks
GG06	Monetization Strategies with Google AdSense	GoogleGalaxy	2 Weeks

## Curriculum in Detail:

### GG01. Local Business Marketing with Google

The intention of this course is to empower local businesses to enhance their online presence through effective use of Google My Business. The course aims to teach business owners how to create and optimize their listings, engage with customers through reviews and Q&A, and measure performance. By understanding local SEO strategies, businesses can increase their visibility in local searches, attract more customers, and build a stronger community presence.

- Google My Business (Google Business Listing) Optimization
- Creating and Managing a Google My Business Listing
- Optimizing Your Profile for Local Search
- Engaging with Customers through Reviews & Q&A
- Measuring Performance & Local SEO Strategies

### GG02. Mastery of Google Ads

This course is designed to equip participants with comprehensive knowledge and skills in Google Ads. The purpose is to provide a deep understanding of campaign structures, keyword research, and ad creation, as well as advanced techniques in conversion tracking and audience targeting. By mastering these skills, marketers can optimize their advertising efforts, achieve higher ROI, and effectively reach their target audiences through various Google Ads platforms.

#### Part 1: Introduction to Google Ads

- Campaign Structure & Types (Search, Display, Video, Shopping)
- Keyword Research & Targeting Strategies
- Ad Creation & Landing Page Optimization
- Introduction to Bidding Strategies & Budgets

#### Part 2: Advanced Google Ads

- Conversion Tracking & Attribution Modeling
- Audience Targeting & Remarketing
- Campaign Optimization Strategies
- Reporting & Analytics for Google Ads

### GG03. Proficiency in Google Analytics

The intention of this course is to enable participants to leverage Google Analytics for insightful data-driven decisions. It aims to teach both fundamental and advanced concepts of website tracking, user behavior analysis, and custom reporting. The purpose is to help marketers and business owners understand their audience better, set meaningful goals, and use analytics to drive strategic marketing decisions and improve overall business performance.

#### Part 1: Google Analytics Fundamentals

- Website Tracking & Data Collection
- Understanding User Behavior & Demographics
- Setting Up Goals & Conversions
- Introduction to Custom Reports & Dashboards

#### Part 2: Advanced Google Analytics

- Data Analysis & Insights for Marketing Decisions
- Customer Segmentation & Attribution Modeling
- E-commerce Analytics & Reporting
- Google Analytics 4 Migration & Features

### GG04. Efficient Google Tag Manager Implementation

This course aims to provide a thorough understanding of Google Tag Manager for efficient website tracking and tag management. The intention is to teach the essentials of setting up containers, managing tags, and creating triggers for user interactions. By mastering these skills, participants can streamline their track-

ing processes, improve data accuracy, and gain deeper insights into user behavior without the need for extensive coding knowledge.

- Google Tag Manager Essentials
- Container Setup & Tag Management Fundamentals
- Common Tag Types & Implementation
- Trigger Creation & User Interaction Tracking
- Advanced Tag Manager Techniques

### **GG05. Advanced Programmatic Advertising**

The purpose of this course is to educate participants on the intricacies of programmatic advertising using Google's advanced tools. It aims to provide knowledge on managing campaigns with Display & Video 360 and Campaign Manager 360, as well as creating interactive reports with Data Studio. The intention is to equip marketers with the skills needed to run sophisticated advertising campaigns, optimize ad performance, and make data-driven decisions.

- Introduction to Programmatic Advertising

- Display & Video 360 Overview & Campaign Management
- Campaign Manager 360 for Advanced Display & Video Strategies
- Data Studio for Interactive Reporting & Data Visualization

### **GG06. Monetization Strategies with Google AdSense**

This course is designed to teach participants how to effectively monetize their websites using Google AdSense. The intention is to cover key strategies for ad unit optimization, placement, and revenue tracking. The purpose is to provide webmasters and content creators with the knowledge to maximize their ad revenue, implement best practices, and ensure sustainable income from their online content.

- Google AdSense for Website Monetization
- Ad Unit Optimization & Placement Strategies
- Revenue Generation & Reporting with AdSense
- Best Practices for Effective AdSense Implementation



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**Regional Office & Ludhiana Chapter**  
SCF 243, Opp. Satpaul Mittal School,  
Phase 2, Urban Estate, Dugri Road,  
Ludhiana. Punjab- India