IIIMP FORUM
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Course Title: Google Advertisements

Course Duration: 20 hours | 10 sessions | 2 hours per session | Covered in 2 Weeks
Level: Beginner to Intermediate | Pace and Format: Compact Timeline

Purpose of Course

The purpose of this course is to provide participants with a comprehensive understanding of the Google Ads platform and equip you with the knowledge and skills needed to create and manage effective advertising campaigns. The outcome of completing this course would be the ability to plan, set up, optimize, and track Google Ads campaigns to promote your own products or services.

Who can join this course?

This course is suitable for a variety of individuals, including:

Anyone who is interested in learning how to use Google Ads to advertise their business, products, or services can join this course. It is suitable for beginners who have little to no experience with Google Ads but want to start using the platform to reach their target audience and achieve their marketing goals. The following people can take benefit out of this course:

- **Marketing Professionals**: Individuals working in marketing roles who want to enhance their knowledge and skills in online advertising, specifically focusing on Google Ads.
- **Small Business Owners:** Entrepreneurs and small business owners who want to effectively promote their products or services online and learn how to leverage Google Ads to drive targeted traffic and generate leads.
- **Marketing Professionals:** Professionals already working in the field of marketing, who want basic knowledge of Google Advertising, gain an understanding of its features.
- **Advertising and Media Professionals:** Individuals working in the advertising and media industry who want to stay up to date with the latest trends and best practices in online advertising, particularly in relation to Google Ads.
- **Students and Job Seekers:** Students pursuing marketing or related courses, as well as job seekers looking to enhance their employability in the digital marketing field, can benefit from this course by acquiring practical skills and knowledge in Google Advertising.
- **Freelancers and Consultants:** Freelancers or consultants offering marketing services can expand their service offerings by becoming knowing Google Ads, allowing them to attract more clients and deliver online advertising campaigns.

Prerequisites for participation

The participant must have skill to craft compelling ad copies and creatives that drive engagement. The participant must know specifications of graphics and video ads for Google platform.

- Basic business literacy and familiarity with advertising.
- Understanding of online advertising concepts and terminologies.
- Familiarity with Google products and services, such as Google Ads.
- Basic knowledge of advertisement principles and target audience segmentation.

The objectives of this course are as follows

- Gain a comprehensive understanding of Google Ads and its various features
- Learn how to create ad campaigns that align with business goals.
- Learn the art of keyword research and selection for optimal ad targeting.
- Understand bidding strategies and ad visibility within budget constraints.
- Explore advanced features, such as remarketing and audience segmentation.
- Discover techniques to analyze campaign performance to optimize ad spend.
- Gain insights into ad campaign management and various practices.
- Acquire the ability to monitor and track ad performance using analytics tools.

Course Curriculum

The course schedule and topics to be covered are as follow:

Day 1: Introduction to Google Ads

- Overview of Google Ads platform and its benefits
- Understanding the different ad formats and campaign types
- Exploring the Google Ads interface

Day 2: Keyword Research and Planning

- Importance of keyword research in Google Ads
- Tools and techniques for finding relevant keywords
- Building keyword lists and organizing them into ad groups

Day 3: Creating Effective Ad Copy

- Writing compelling ad headlines and descriptions
- Ad copy best practices
- Understanding ad extensions and their benefits

Day 4: Campaign Settings and Targeting

- Setting up campaign parameters (budget, bidding strategy, etc.)
- Defining target audience demographics, locations, and interests
- Using advanced targeting options like remarketing and custom intent audiences

Day 5: Ad Group Management and Optimization

- Organizing ad groups and keywords effectively
- Understanding Quality Score and its impact on ad performance
- Monitoring and optimizing ad performance through ad group-level adjustments

Day 6: Conversion Tracking and Measurement

- Setting up conversion tracking for website actions
- Analyzing campaign performance metrics (click-through rate, conversion rate, etc.)
- Using Google Analytics to gain insights and optimize campaigns

Day 7: Display Advertising and Remarketing

- Exploring the Google Display Network (GDN)
- Creating effective display ads and banners
- Implementing remarketing campaigns to reach past website visitors

Day 8: Video Advertising

- Introduction to YouTube Ads and video campaign types
- Creating engaging video ads
- Targeting options for video campaigns

Day 9: Shopping Campaigns (E-commerce)

- Setting up Google Merchant Center and product feeds
- Creating and optimizing Shopping campaigns
- Managing product groups and bidding strategies

Day 10: Performance Optimization and Advanced Strategies

- Analyzing campaign data and identifying areas for improvement
- Implementing A/B testing for ad variations
- Exploring advanced strategies like ad scheduling, ad customizers, and dynamic search ads

Expected outcome from participants

Whether you're a small business owner, a marketer, a freelancer, or an individual looking to promote your own brand, this course can provide you with the foundational knowledge and practical skills to leverage Google Ads effectively. By understanding how to create compelling ads, target the right audience, optimize campaigns, and measure results, you'll be better equipped to maximize the impact of your advertising efforts.

Note:

- This is a basic outline to help you get started with Google Ads. It's essential to continue learning and adapting your strategies based on your specific goals and industry. Google also provides its own learning resources and certifications that you can explore for more in-depth knowledge.
- The participants are recommended to have their own Google Ad account for better outcome.

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