



CHARLES MANN
TRAINING & CONSULTANCY

Google Ads & PPC Marketing

Optimise Your Marketing for Performance & Profitability

One Day Training Course



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Course Outline

Google AdWords (or Google Ads) and PPC (pay per click) marketing plays a crucial role in thousands of online marketing campaigns, especially in ultra competitive industries and sectors. Yet many of them are run at a loss, with companies missing out on the huge opportunities to vastly improve their return on investment. However, most of the errors committed when Google Ad campaigns are run are simple to fix and rectify, without the need to outsource or call in specialists.

Our Google Ads training course gives participants an in-depth understanding of the latest PPC marketing strategies by providing a wealth of techniques and tips to optimise AdWords campaigns to make them more profitable and effective. In addition, it demystifies the jargon used when running Ad campaigns.

The techniques gained from this training course will allow marketers to run strategies in an efficient manner, and attendees will leave with a clear understanding of the principles behind this powerful marketing medium.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT.

Course Benefits

Following this course, you will understand how to:

- Create and optimise Google AdWords campaigns
- Better structure and target your AdWords campaigns
- Carry out keyword research to develop a target keyword list
- Use keyword matching to optimise performance
- Confidently set budgets and keywords bids
- Assess your cost-per-acquisition and model value generated from PPC
- Adopt best practice copywriting guidelines when creating ads
- Optimise your landing pages and carry out testing
- Measure campaign performance using web analytics

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients



Course Programme

- A review of the latest search marketing trends
- A look at the latest pay-per-click advertising options
- Comparing AdWords with Facebook and LinkedIn advertising
- Choosing between SEO and PPC
- Setting goals and KPI's
- Using analytics to measure performance
- Keyword research: demystifying how people really search
- Measuring seasonal and regional search habits
- Optimising AdWords campaign structure
- Ways to increase campaign targeting
- Using AdWords extensions to improve campaign performance
- Techniques to assign campaigns budgets
- Setting keyword bids to meet marketing objectives
- Choosing between the search and display network
- Dealing with the deluge of data: what should I be regularly looking at?
- Understanding real search terms that trigger your ads
- Keyword research and analysis
- Reporting on competitor information
- How to find missed opportunities
- Understanding conversion tracking: am I making a profit?
- Optimising landing pages to improve performance
- Tools and methods of testing of landing pages
- Creating Remarketing lists and campaigns

Course Trainers

Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Robert Nichols



Robert Nichols studied and gained great experience in the US, working with multiple organisations, before moving to Singapore.

With vast expertise in the fields of Search Engine Optimisation, Web Design Philosophy, Social Media Ad Campaign Management and Keyword Research and Analysis, Robert has gained the respect of every organisation he has trained and consulted.

By keeping ahead of technologies and advances in digital media, Robert is a valuable asset to Charles Mann Training & Consultancy, bringing years of experience and in-depth knowledge of cutting edge industries.

Registration Form



GOOGLE ADS & PPC MARKETING Optimise Your Marketing for Performance & Profitability

COURSE FEES: RM1,250 per delegate



Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	

FOR COURSE DATE: Please contact us for latest course dates and venue details:

Email: info@charlesmann.com.my

Or call: +60 10 425 0886

	FULL NAME	JOB TITLE	EMAIL
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: info@charlesmann.com.my or call us on **010 425 0886**

Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600

Payment can be made direct into our CIMB account:

CIMB Bank, Account No. 8002037568

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