



Course Code: C031

Master Google Ads Basics to Maximize Revenue, Conversion and Boost ROI

COURSE INFORMATION

Sessions 1 day	Duration 7.5 hrs	Level Beginner	Assessment NA
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VENUE
12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.
The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

- Topic 1 Introduction to Paid Per Click (PPC) Marketing and Google Ads
 - What is Pay Per Click (PPC) marketing?
 - Where does PPC fit in the funnel?
 - Is PPC right for your business?
 - Understanding your target audience
 - Distinguish PPC and SEO
 - Introduction to Google Ads
 - How Google Ads appear
 - Benefits of using Google Ads
- Topic 2 Objective of PPC Strategy Campaign and Keywords Research
 - Define your goal
 - Define your customers
 - Set realistic expectations
 - Craft the buyer journey
 - How to do...

COURSE FEE

Full Fee S\$350.00 Before GST

GST S\$31.50 9% of fee

Total Payable S\$381.50 Including GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.

REGISTRATION

<https://www.tertiarycourses.com.sg/google-adwords-essential-training-course.html>



SCAN TO REGISTER

SUPPORT

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