



Course Code: C355

Full Google Ads Training

COURSE INFORMATION

Sessions
2 days

Duration
15 hrs

Level
Beginner to
Intermediate

Assessment
NA

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\$600.00 Before GST

GST S\$54.00 9% of fee

Total Payable S\$654.00 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/full-google-adwords-training.html>



SCAN TO REGISTER

SUPPORT

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