

# Moving forward in AdWords

# **KNOWN DIGITAL**

Training



Book today by calling (778) 228 3431  
or email [training@known-digital.com](mailto:training@known-digital.com)

PPC - DISPLAY - SOCIAL - CRO - TRAINING

# Introduction to our training

Our training courses are designed for the people doing the job. They are fun, hands on and engaging. We will teach you the essential skills you need to get the job done.

On this course you will:

- › Learn how to drive more conversions to your website
- › How to reduce your costs and wasted budget
- › How to measure the performance of your campaigns
- › The key optimization strategies we use on our accounts

Professional, knowledgeable and shows great initiative. I would work again with Michael at the drop of a hat.

Sarah Bennet  
Head of Advertising Operations Ad Pepper Media

His enquiring mind means his thinking goes beyond the core scope of what is asked or expected of him (in a valuable way). A very good person to have around if you care about knowing whether your digital marketing works or not.

Nick Baille  
Senior Digital Strategist EMO Limited

Highly personable, great listening skills and with an eye for delivering quality Mike truly understands the client and how to make them devoted to his cause.

Simon Hares  
Managing Director at SerialTrainer7 Ltd

# Moving forward in AdWords

This workshop is for those already running AdWords campaigns in-house or wanting to keep an eye on what their third party agency are doing.

1 Day Course	⋮	Vancouver, Toronto & Seattle	⋮	\$695 + Tax
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We cover the fundamentals of AdWords and how to make the most of the tools & features. You learn how to plan and strategise your campaigns before delving into the reporting and optimisation tools.

You will learn our top tips and hints, successful keyword optimisation, attribution models, bidding strategies, and using Google Analytics to maximise return on investment.

By the end of the workshop you will feel confident tackling your next campaign and pushing it to maximise results. You will be knowledgeable in all the key areas and confident talking with others about how to take advantage of the features.

## What we will cover

- › Getting started with AdWords
- › Identifying objectives and planning campaigns
- › Structuring an account to maximise returns
- › Building re-marketing campaigns
- › Creating audiences
- › Building and optimising Google shopping ads
- › How to take advantage of the advanced campaign tools
- › How to use AdWords editor
- › How to analyse and optimise your data
- › Analysing paths to conversion, attribution & assist
- › Creating a mobile and tablet strategy
- › Optimisation strategies and best practice
- › Reviewing effective campaign strategies

# Bespoke Workshop

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Need something a little more bespoke? No problem:

- › You let us know what type of workshop you need
- › We design the content for you & your business
- › Let us know the dates that suit your team
- › We'll come to your location to deliver your tailored training course

If you need something a little more bespoke to fit in with your business needs we can definitely help. Our team have provided numerous tailored options all over the globe for our clients.

We will work with you to establish your business needs and the right course for you. Whatever your sector, a bespoke workshop is a cost-effective way of educating and coaching your team.



# Your Day

We designed this workshop from years of experience doing the job. You will gain lots of practical experience during the day and will be able to put your skills straight to the job.

## The Agenda

9:30 Session 1 | 11:00 Break | 11:30 Session 2 | 13:00 Lunch | 14:00 Session 3 | 14:30 Break | 15:00 Session 4 | 16:30 Wrap up

## Our Facilities

Our facilities are modern and comfortable with the latest technology to ensure the best learning experience. We have huge presentation screens, comfy seating, air con and a relaxed atmosphere.

## The lunch

Eating and drinking the right things can help you learn. So we offer complimentary food and drink all day. We pick great food from local people in our area. Also, if cake helps you learn, we have plenty of that too.

## Your trainer

Michael King is an experienced trainer and practitioner. He has worked for agencies on real client accounts for many years. His hands-on, practical approach to training gives delegates the experience they need to learn fast.



# Where to find us

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There's always a ton of cool stuff happening at our Vancouver office. We have great training rooms and plenty of space available to help us set the tone for a perfect training event.

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## Vancouver Office

**Known Digital**  
**210 - 128 West Hastings Street**  
**Vancouver BC, V6B 1G8**  
**Call: (778) 228 3431**

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## Getting Here

Vancouver train station is a 15 minute walk away. The down town car park is a 5 minute walk away and Vancouver airport is 40 minute drive away.



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