



Course Code: M301

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

Funding Available: HRDF

COURSE INFORMATION

Sessions
1 day

Duration
7.5 hrs

Level
Beginner

Assessment
NA

VENUE

Kuala Lumpur: G-3A-02, Suite Pejabat Korporat, KL Gateway, No 2, Jalan kerinchi, Gerbang kernichi Lestari, 59200 Kuala Lumpur, Malaysia

Penang: Jalan Sungai Dua, 11700 Penang, Malaysia.

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 keywords research

Pick the...

COURSE FEE

Full Fee RM 1,000.00

CERTIFICATION

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

REGISTRATION

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



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