



PPC

AC108

144

Academic Hours

PPC

Outline

Pay Per Click (PPC) is an internet advertising system meant to direct online traffic to particular websites where the advertiser pays the publisher a certain price when an ad is clicked. PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

PPC advertising is one of the most important tools in digital marketing and strategy and a “must-have” every internet marketer needs to know. Whether you’ve heard a little about PPC marketing and are curious to learn more, or you already know that you want to use PPC to market your business, but aren’t sure where to start, you’ve come to the right place. In this course, we will introduce you to the digital marketing world & PPC advertising to help you in boosting your business.



Target Audience

The course is meant for user interested in digital marketing and PPC advertising.





Content

Module 01

Digital Marketing

- The power of digital marketing (Digital Vs Offline, Online advertising basics, pull, push, web, mobile etc.)
- Google's essence, users, funnels, audiences, Business Types, content marketing
- Audience Targeting - Who are you talking to?
- Stay flexible & get updated fast
- Mobile/Apps Strategy
- The importance of data

Module 02

Brand eco-system

- How to brand?
- Understanding the consumer
- The importance of online footprint and how to build it (website, platforms)
- KPI's and goals

Module 03

Introduction to the course + Key terms in PPC Advertising

- get acquainted with the course
- Learn and identify key terms and concepts of PPC advertising

Module 04 | Google AdWords

Account basics + the Quality Score system & its implications

- Structure of an AdWords account
- AdWords account terminologies
- Basic PPC platforms structures and terminologies
- The difference between "open" and "closed" bidding platforms
- How is Quality Score calculated
- What affects Quality Score
- Implications of quality score

Module 05

Keyword research- the basis for every good search campaign

- The difference between various keyword match types
- Methodology of keyword research
- keyword research tools
- keyword taxonomy
- keywords & search queries



PPC advertising to help you in **boosting your business**"



Content

Module 06

Developing AdGroups

- how to group keywords, logic, knowhow
- when to split AdGroups
- assigning match types and preparing everything to the creative phase
- criteria for developing a new adgroup
- practical considerations and examples

Module 07 | Google AdWords

Ad creative basics and how to craft a successful ad?

- Identify different AdWords ad formats
- Basic ads creative editorial policies
- The use of USPs in ads
- How to write high-CTR text ads
- Best practices for ads split test
- Image ads best practices
- Ads localization
- Practical workshop - Search - understanding AdWords layout, creating an account, groups, ads, keywords, settings

Module 08

Landing pages: guidelines, best practices and editorial policies

- Landing pages' fundamentals
- Best practices in landing pages' design
- Optimize landing pages for paid search campaigns vs. social advertising campaigns
- AdWords basic landing pages' editorial policies
- A/B experiments
- Multivariate experiments
- Experiment planning

Module 09

Bidding and budgeting strategies

- How to use budget as a tool for optimization
- Different bidding types
- The econometrics behind a click
- Different bidding strategies





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Module 10 | Google AdWords strategic considerations when designing an account

- Methodology of designing an AdWords account
- Mapping of all relevant advertising dimensions
- Tailoring account structure to goals & targets
- Setting milestones for account development

Module 11 | Google AdWords reports and analysis + conversion codes in google (+Practice)

- Understand technological background of conversion tracking
- Conversion tracking, types and deployment
- Understand all report types and when to use them
- Cover all the reports dimensions & attributes
- Learn how to generate & schedule reports
- Creating Conversion tracking
- Practice workshop - Search - working on live campaigns, optimizing, adjusting, expanding the design

Module 12 | Google Display Network part 1: overview, placements & how to perform a media buy research

- Display advertising overview
- Brand awareness and direct response in display advertising Planning a display campaign GDN targeting options
- Creative approach
- Display campaign settings

Module 13 | Google Display Network part 2: targeting options

- Different targeting options
- Understand audiences' concept and how to use it
- The difference between contextual-based advertising and interest-based advertising
- Understand the concept of Remarketing
- Practice workshop - how to use AdWords editor (1 hour), create and upload GDN campaigns (based on homework)





Content

Module 14

YouTube advertising

- Types of YouTube campaigns & creatives
- YouTube media research
- You Tube campaign metrics
- YouTube campaign optimization
- YouTube Remarketing

Module 15

Google Analytics - basics

- Google Analytics tracking basics
- Filters configuration and best practices
- Profiles and buckets
- Google Analytics key-metrics
- Facebook ads basics
 - Learn about the power of Facebook
 - Understand the difference and convergence between paid search and social media advertising
 - Learn about social media advertising characteristics
 - Know all the different types of Facebook advertising

Module 16

Practice workshop FB

- Facebook advertising guidelines
- Facebook advertising metrics
- Ad creation & Targeting
- Practical tips

Module 17

Practice workshop FB

- Facebook page
- Advertising a Facebook page
- Managing a Facebook Page
- Page Insights
- Facebook Page Best Practices
- Key Points for Facebook Marketing
- Final Project



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