

the marketors





Workshop Overview

Learn how to structure and manage your PPC campaigns by developing a bid strategy to increase visitors, reduce costs and generate greater ROI on your marketing budget. This workshop will cover Account Structure, AdWords strategy, the benefits of re-targeting and developing meaningful metrics to Identify, measure and act upon the KPI's that will help you boost your PPC performance.



Benefits

By attending this workshop, you will understand the role of Pay per Click (PPC) in the search marketing landscape and have the confidence to develop and implement PPC campaigns that increase high quality clicks with better chance of conversion and greater ROI. You will learn what makes ads more appealing and clickable and the importance of testing.

Outcomes & Content

- ✓ An introduction to PPC
- ✓ An introduction to search marketing
- ✓ Keyword research & development
- ✓ Keyword analysis
- ✓ Adwords
- ✓ Paid Search
- ✓ Account Structure
- ✓ Campaign Targeting
- ✓ Keywords and ads
- ✓ Bidding and budgeting
- ✓ Re-targeting
- ✓ Objectives & Metrics



Who should attend ?

The Pay Per Click (PPC) course is designed for all marketers involved in PPC campaigns who want to get the very best results for their search engine marketing budget.



ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, turn on investment and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



Global Reach

Flexible and diverse trainer pool



People Transformation

Behavioural change experts



Business Impact

Propelling people's performance

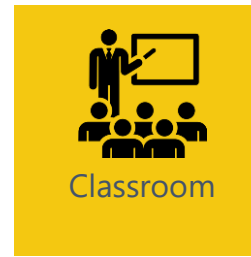
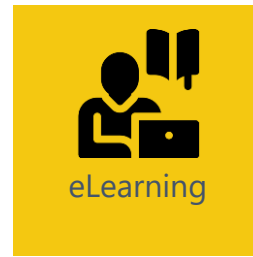
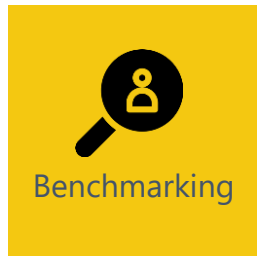


Bespoke Solutions

Made to measure learning.

OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart
Insights

The Marketing &
Leadership Academy
Aspire to Inspire

Circus Street™



WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
 - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
 - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
 - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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CONTACT US



info@themarketors.com
+44 (0) 203 004 9638
415 Exmouth House | Pine Street | London

Stay Connected

@themarketors 

@themarketors 

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