

Google Ads Campaigns Management Syllabus

2019

Instructor Information

Instructor(s)

1. Lejla Dupovac

Email

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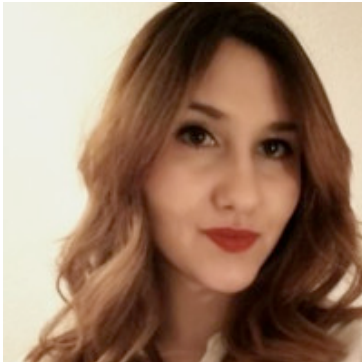
Office Location & Hours

Academy 387

Instructor's Biography

Lejla Dupovac is a Digital Marketing/Paid Media Executive working in the marketing and advertising industry for 2 years, employed at Digital Marketing d.o.o. in Sarajevo. She's skilled in Advertising, Digital Marketing, Social Media Marketing, PPC, Creative Writing and Management. Her most recent focus is Google Ads. She has worked with both local and international clients, such as Ponte Dental Studio and Stellar Search.

Instructor's Photo



General Information

Description

What types of Google Ads campaigns exist? What can we use them for? Learn how to build various types of Google Ads campaigns, and how to manage them.

Expectations and Goals

This course is intended for both those who know basics of Google Ads, and for those who don't. Learn how to completely build various types of Google Ads campaigns, and how to optimize them in

order to utilize your budget efficiently and effectively. Build Google Ads campaigns by yourself under the surveillance of the instructor, learn about the metrics that you should consider when optimizing, and get tips on how to perform actions within both Google Ads Editor and Google Ads interface.

Course Materials

Required Materials

- Laptop

Course Duration

Start date: 04.03.2019. – End date: 21.03.2019 (Monday, Tuesday, Thursday)

Class Duration: 2 hours

Price: 180 KM

Min no of students: 10

Language in which the course is held: Bosnian-Croatian-Serbian language

Required knowledge: Basics of English language

Course Schedule

Week	Topic	Description
1	Introduction to Google Ads types of campaigns and extensions	We will explain the basics of Google Ads in general and of Google Ads editor specifically. Each campaign type shall be explained, and examples will be demonstrated. Materials of both types and ways to build each campaign will be given and explained to students. We will also explain various types of extensions, give examples of them, and provide students with materials of how to build each of them.
1	How to create Google Ads account and building of brand campaign	We will show how to create Google Ads account, and then we will start working within Google Ads editor. We will choose website for which we will decide which campaigns to build, which ad groups within chosen campaigns, and we will explain the usage of certain keyword tools within interface. We will explain general settings of campaigns and of ad groups, and will start building one of the campaigns. Students will be given certain materials, but need to carry all materials previously given as well.
1	Building Brand Campaign	We will continue the process of building brand campaign which we started the previous class. Each ad type will be explained to students, materials and examples will be given, and then we will create ads and extensions within the campaign we're building. Also, we will explain the tracking code usage and how to add tracking codes to both keyword and ad level. After the campaign is built we will do the review of everything we had done so far.
2	Building Generic Campaign	We will create one of the generic campaigns for the website previously chosen. The process of building generic campaign will be fully explained and demonstrated, together with usage of keyword tools.

2	Students Building Campaigns	We will do the review of all steps taken when building brand and generic campaign, and students will get materials with specific instructions of what we had done. There will be time for questions and discussion, after which students will get the chance to build search campaign with all of its features by themselves, under the surveillance of the instructor.
2	Building Display Campaign and Remarketing Campaign	<p>We will explain and demonstrate how to build display campaign, and how to build remarketing campaign. Students will get materials with explained image ads dimensions.</p> <p>We will also explain specific tools which we can use within Google Ads Editor.</p>
3	Google Ads Interface, Building Audiences, Creating Rules, Ad Schedule, and Shopping campaign	We will explain students how to post campaigns which they had built, and what main actions to undertake in order to get traffic. After that, we will explain all features of Google Ads interface, and show them how to create rules and ad schedule within it. Also, we will explain how to add audiences. In addition, students will get the explanation of bid strategy types, and we will explain to them how to build shopping campaign.
3	Optimization	We will explain the metrics which they should consider when optimizing, and will provide materials within which each step of optimization is explained. After that, we will explain the differences of optimization among various campaigns, and we will optimize settings of one account, and during that optimization students will get the explanation of each step.
3	Optimization of demographics, audiences, keywords, placements and SQR, and Google Analytics Basics	We will do the optimization of given areas, during which each step will be explained to students. Also, we will explain what the SQR is, and show how to do it. After that we will explain the basics of Google Analytics, and we will do the review of all areas we were discussing during the course.