Master Google Ads: Fundamentals to Advanced Campaign

Unlock the Power of Google Ads: Learn Fundamentals, Search, Display, Smart Campaigns, YouTube Ads & Performance Analysis

WHAT YOU'LL LEARN

- Build and launch effective Google Ads campaigns across various formats like Search, Display, and YouTube.
- Master advanced campaign types such as Max Performance, Shopping Campaigns, and App Campaigns to drive conversions.
- Analyze campaign performance using data-driven strategies and optimize for ROI and ROAS.
- Implement best practices for audience targeting, bidding strategies, and ad copy to achieve exceptional results.

REQUIREMENTS

Basic understanding of digital marketing concepts is helpful but not mandatory.

Access to a computer with an internet connection.

A strong willingness to learn and apply practical strategies for running ads.

WHO'S THIS COURSE IS FOR

Beginners looking to start their journey in digital marketing with Google Ads.

Entrepreneurs and business owners aiming to grow their business using targeted online advertising.

Marketing professionals seeking to enhance their skills in advanced campaign strategies.

Freelancers and students who want to pursue a career in pay-per-click (PPC) advertising.

DESCRIPTION

Course Duration and Schedule

- **Total Duration:** 1 months
- **Start Date:** Courses are ongoing—**enroll now**
- **Days:** 2 days a week (Mon-wed).
- **Session Length:** 1.5 hours per session.
- **Total Sessions:** 8 sessions (12 hours).
- **Institute Timings: : 5:30 PM to 7:00 PM**—choose a 1.5-hour session that fits your convenience.

₹ **8000** ₹10000   20% off

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Date
01 May to 01 Jun 2025

Time
05:30 PM - 07:00 PM

Total Sessions (Hours)
8 (12h 0min)

Level
All

Language
English

Mr. Chirag Shah
Instructor

Students
2

Courses
3

- **Language of Teaching**: English, HIndi
- **Mode** - Online

Dive into the world of Google Ads with this comprehensive course designed to take you from a beginner to an expert in creating, managing, and optimizing ads. Whether you're a marketer, business owner, or aspiring PPC professional, this course covers all aspects of Google Ads, including fundamentals and advanced campaign types.

You'll start with the **basics**, understanding the Google Ads platform, the different campaign types, and how to set clear goals. Progressively, we'll move to advanced concepts like **Max Performance Campaigns**, **Shopping Campaigns**, and **Demand Generation Campaigns**, which help you achieve superior results across various advertising objectives.

The course features:

1. **Search Ads Campaigns**: Learn to target intent-driven audiences using keyword segmentation, bidding strategies, and ad copy optimization.
2. **Display Campaigns**: Harness the power of visuals to increase brand visibility and engagement.
3. **YouTube Video Campaigns**: Create impactful video ads to boost awareness and conversions, leveraging audience targeting and sequencing.
4. **App Campaigns**: Discover strategies to promote mobile apps effectively and drive downloads.
5. **Performance Analysis**: Decode campaign performance metrics, track KPIs like ROI and ROAS, and implement changes for continual improvement.

This course combines theory with practical exercises, case studies, and real-life examples to ensure students gain hands-on experience. By the end, you'll have a deep understanding of Google Ads and the confidence to create result-driven campaigns for any business or client.

Join this course to master Google Ads and transform your advertising game!