



Google Adwords Grants Master class

Google grants course 1 day

This is a hands-on workshop for marketers & fundraisers to learn how to get the most out of your Google Adwords Grant. Non-profit organisations can use paid search to increase awareness of your cause as well as qualified traffic to the website which drives more online revenue.

Is this course for you?

Are you tasked with managing your organisation's Google Adwords campaigns but know you're not getting the most out of it?

Do you want to push the limit of Google Ad Grant? If yes, then bring your laptop and Adwords logins and get to grips with paid search in this Master class!

What you'll get from this Google Grant course

When you've finished this Google Adwords Grant search course, you will have set up your campaign structure and will be able to measure results and analyse reports to make informed decisions, which in turn will increase revenues from paid search.

What we'll cover

- Search campaign structures
 - Working with uploaded Excel sheets
 - Working in Adwords
- Search ad text and creative
- Tracking of Paid search in Google Analytics
- Reporting and improving your results

When, where & how much?

This is a full day course, we start at 9:30am and finish at 5:00pm

Location: Sydney CBD and Melbourne CBD

Investment: \$599 + GST per person, including lunch

Want to know more?

For more details please call our Training Wizard:
Dianna Verlaan,
on 0417 732 217
or email us at training@parachutedigital.com.au

ENROL NOW

BECOME A DIGITAL CHAMPION!

Call Dianna on 0417 732 217 or

Book via the course calendar online.