

Fundamental Guide to Developing a Paid Search Advertising Strategy

Paid search is a performance-based strategy in which marketers pay for search results on a cost-per-click basis. Advertisers using paid search marketing have more control over search engine placement and receive immediate results.

This fast-moving course will help you gain an in-depth understanding of the power of paid search and leave you with the knowledge and skills to begin implementing your paid search campaign immediately.

Interactive Session

Attendees will have the opportunity to participate in the live step-by-step creation and implementation of a paid search campaign, helping them discover how to apply the skills they have learned to their own paid search strategies.

Search engine advertising has three main goals –

- *Building awareness*
- *Generating leads*
- *Driving sales*

By participating in this course, you will learn the skills necessary to begin developing, executing and managing a paid search campaign the very next day.

What You Will Learn:

- How to pay for only qualified leads in need of your product
- How to plan, budget and track a paid search campaign
- Learn how customers search for your products and services
- Learn how to test, track and tweak your ads and improve messaging

 **eMarketing**
Learning Center
@ eBizITPA

Learn to compete in a digit@l economy

Targeting Your Paid Search Advertising Strategy.

