

Fundamental Guide to Developing a Search Engine Advertising Strategy

Overview:

In today's digital economy, utilizing search engine marketing is essential to remain competitive. Whether you're selling shoes to a consumer or an electronic component to an engineer, you should be making search engine advertising part of your online marketing strategy. Search engine advertising is a cost-effective element of search engine marketing. In 2008, paid search ads represented 42% of the total spending on search marketing.

Search engine advertising has three main goals – **building awareness, generating leads and driving sales**. Advertisers using paid search have more control over search engine placement and receive immediate results.

Participants in this course will learn strategic planning, ad copywriting, budgeting, keyword selection, metrics, performance tracking, testing and landing page development. This course provides attendees with a step-by-step guide to help them master and immediately implement these skills, bringing highly targeted and qualified traffic that translates into business and increases return on investment.

Who Should Attend?

- Advertising professionals
- Media Buyers/Planners
- Marketing executives and managers
- E-marketing specialists
- Sales professionals
- Copywriters
- Web developers, designers and analysts
- Anyone influencing content or design of a Web site

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

How will you benefit?

The benefits you will receive from learning how to start a search engine advertising campaign include:

- Highly targeted and qualified site traffic
- Improved lead generation
- Increased conversion rates
- Streamlined sales
- Improved brand recognition

Interactive Session:

* As an additional part of the class, attendees will have the opportunity to participate in the live step-by-step creation of a paid search campaign, helping them discover how to apply the skills they have learned to their own paid search strategies.

Presenter:

Chris Rudd is the Web Marketing Specialist at *PAPA Advertising*. With nearly 10 years of experience, he provides dynamic solutions and strategies for interactive marketing, including Web management, promotion and sales. Rudd has past experience as a Web optimization consultant, director of Web marketing and director of business development for regional and national firms. Rudd is also a certified *Google AdWords Qualified Individual*.

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