

Pay Per Click for Marketers



San Francisco, CA December 14-15

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Take-aways

- A PPC strategy that aligns with your business goals
- Keywords that drive the most relevant traffic and conversions
- Methods for creating effective ad copy and developing a system for split testing
- The critical steps for ongoing campaign optimization, including bid management

Pay-per-click (PPC) marketing is a marketer's dream, especially given the level of detail available in terms of tracking, testing and reporting. As PPC ad platforms such as Google, Yahoo, Bing and Facebook continue to evolve, marketers can take advantage of an increasing number of opportunities.

While creating a PPC account is easy, and getting ads to show on the first page of search results can be done within minutes, companies often waste money by failing to execute the multiple best practices that maximize success for this kind of marketing. This highly engaging and valuable Training Series will guide you from basic PPC strategy to advanced procedures for optimizing ROI. You will learn how to outperform your competition, maximize lead generation, increase sales and leverage new ways of conducting research.



Ben Castelli

Agency Director, Room 214

As a Google-certified AdWords specialist, search engine optimization and analytics expert, Mr. Castelli leverages his experience around ROI-focused initiatives to support search engine visibility, social media research and monitoring campaigns. He has led search marketing and social media efforts for companies including Microsoft, HiveLive, LogRhythm and Strategic Media.

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Day 1

Introductions and Overview

Pay Per Click Strategic Business Discussion and Platform Evaluation

- **Campaign Creation**
- Keyword research
- Keyword grouping, ad copy development,
landing page identification
- Account set-up

Q&A and Wrap-Up

Day 2

Analytics and Conversion Tracking

Campaign Optimization

Landing Page/Conversion Optimization

Metrics, Reporting, Local Search and Facebook Marketing

Advanced Strategies, Resources and Tools

Review and Wrap-Up

