



## Workshop Overview

Search engine marketing or (SEM) is one of the most important marketing channels to generate traffic to your website, not only does it support your search engine optimisation (SEO) efforts, but it also compliments content marketing and helps raise your brands profile and business ranking.



## Benefits

This workshop is designed to take you through all aspects of search and lead to a better understanding of the discipline, equipping you with the right tools, knowledge and confidence in dealing with this ever evolving area.

## Outcomes & Content

- ✓ The digital landscape
- ✓ SEM, SEO and PPC explained
- ✓ How PPC works
- ✓ Keyword research, Key phrase development
- ✓ Campaigns & Ads best practice review
- ✓ Paid search and advanced PPC
- ✓ Social Media and integration
- ✓ Retargeting basics
- ✓ Setting objectives
- ✓ Google AdWords campaign fundamentals
- ✓ Creating meaningful reports
- ✓ Measurement and optimisation



## Who should attend ?

This workshop is appropriate for any marketing professional involved in online marketing for their organisation or who contribute to the digital communications strategy.

