



GOOGLE ADS

Google Ads



START FROM 
15-AUG-2023

TOTAL CONTACT HOURS 14

NUST CERTIFIED COURSE

COURSE DESCRIPTION:

This comprehensive course on Google Ads is designed to provide participants with in-depth knowledge and practical skills to create, optimize, and manage effective advertising campaigns on the Google Ads platform specifically targeting the Pakistani market. The course covers the latest trends, strategies, and avenues that can be targeted, along with exercises and case studies to enhance learning and application.



COURSE OUTLINE


- INTRODUCTION TO GOOGLE ADS
- MARKET RESEARCH & AUDIENCE TARGETING
- CAMPAIGN CREATION AND AD FORMATS
- KEYWORD RESEARCH AND OPTIMIZATION
- CAMPAIGN OPTIMIZATION AND PERFORMANCE METRICS
- ADVANCED STRATEGIES: REMARKETING AND DISPLAY ADVERTISING
- MOBILE ADVERTISING
- GOOGLE ADS EXTENSIONS
- AD COPYWRITING AND LANDING PAGE OPTIMIZATION
- CONVERSION TRACKING AND MEASUREMENT

LEARNING INVESTMENT 
RS: 10,000/- 



Scan For Registration

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 PNS JAUHAR, Habib Ibrahim Rehmatullah Road, Karachi, Pakistan

NUST KARACHI CAMPUS



**NUST CERTIFIED
COURSE**

WORKSHOP CONTENTS:

DAY 1 INTRODUCTION TO GOOGLE ADS

1. Understanding the Google Ads platform and its benefits for businesses in Pakistan
2. Exploring the advertising landscape in the Pakistani market
3. Identifying the latest trends in Google Ads

DAY 2 MARKET RESEARCH AND AUDIENCE TARGETING

1. Conducting market research to identify target audiences in the Pakistani market
2. Utilizing audience targeting options in Google Ads
3. Creating customer personas for campaign planning

DAY 3 CAMPAIGN CREATION AND AD FORMATS

1. Creating effective Google Ads campaigns
2. Exploring different ad formats (search, display, video, shopping) and their suitability for Pakistani audiences
3. Developing ad creatives and compelling ad copy

DAY 4 KEYWORD RESEARCH AND OPTIMIZATION

1. Conducting keyword research for the Pakistani market
2. Optimizing campaigns for relevant keywords and search intent
3. Implementing keyword match types and negative keywords for better targeting

DAY 5 CAMPAIGN OPTIMIZATION AND PERFORMANCE METRICS

1. Analyzing campaign performance metrics
2. Optimizing campaigns based on performance data
3. Implementing bidding strategies and budget allocation techniques for the Pakistani market

DAY 6 ADVANCED STRATEGIES: REMARKETING & DISPLAY ADVERTISING

1. Utilizing remarketing techniques to target potential customers in Pakistan
2. Creating effective display advertising campaigns for the Pakistani market
3. Leveraging Google Display Network for broader reach

DAY 7 MOBILE ADVERTISING

1. Understanding the significance of mobile advertising in Pakistan
2. Creating mobile-friendly campaigns and ad formats
3. Implementing mobile-specific strategies for optimal results

DAY 8 GOOGLE ADS EXTENSIONS

1. Exploring different ad extensions & their application in the Pakistani market
2. Implementing sitelink extensions, call extensions, location extensions, etc.

DAY 9 AD COPYWRITING AND LANDING PAGE OPTIMIZATION

1. Writing compelling ad copy for better engagement & click-through rates
2. Optimizing landing pages for conversions
3. A/B testing ad variations and landing page elements

DAY 10 CONVERSION TRACKING AND MEASUREMENT

1. Setting up conversion tracking in Google Ads
2. Analyzing conversion data and making data-driven decisions
3. Exploring attribution models for campaign optimization

ABOUT THE TRAINER:

Dr. Syed Hasnain Alam is Managing Partner and Chief Operating Officer at BIOS MD Pharma. He is looking after the national & international operations of the company at its head office based in USA. He is a well known Professor of Business and taught in several universities like, SZABIST, KIET, Emaan Institute. He has 45 national and international publications to his name with high Impact Factors. Currently, he is also the Director at Accenturing Inc. USA and looking after it's marketing strategic planning & operations.

CONTACT US

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