

**WE166**

NEW VERSION

WEBMARKETING

# Better understanding digital ad campaigns (Google AdWords)

 New version

DURATION

**1 DAY**

REGULAR FEE

**510 \$**PREFERENTIAL  
FEE**460 \$**

## Objectives

Upon completion of this course, participants will have the ability to interpret the results of a digital advertising campaign.

## Targeted audience

Marketing managers and directors, account managers (Web agency), marketing and communication specialists and coordinators, sales directors and business development directors.

## Prerequisite

None.

## Content

- Unit of Study (UA); Fender case study: deploy a digital media campaign (Google AdWords, Bing, Facebook Ads)
- UA2 – Data analysis: interpret the results of a digital media campaign using performance indicators (KPIs)
- UA3 – Best practices of online advertising: assess the effectiveness of an online campaign
- UA4 – From theory to practice: establish a Web marketing strategy within your company

## General Note

It is possible that you may have to intervene in your own team's digital advertising campaigns. It may be necessary to be critical and develop strategic questions. This training will help you interpret the different deliverables that will lead you to a targeted and well-organized campaign.

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<http://www.technologia.com/en/information-technology/webmarketing/google-adwords/better-understanding-google-adwords-and-media-buying-technologies/>

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## Select the training date\*

Montreal	June 17 2020
Montreal	October 16 2020