



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

This professional course on Pay-Per-Click (PPC) and Google Ads is designed to equip participants with the skills and knowledge required to effectively design, implement, and manage PPC campaigns. This comprehensive program will guide you through the fundamentals of PPC marketing, advanced strategies for optimization, and the use of Google Ads to maximize your business reach and return on investment (ROI).

- Understand the fundamentals of PPC and Google Ads.
- Learn to create and manage PPC campaigns effectively.
- Develop skills to analyze and optimize campaigns for better ROI.
- Understand keyword research and bidding strategies.
- Gain insights into measuring and reporting campaign performance.

## Course Outlines

### Day 1: Introduction to PPC and Google Ads

- Overview of Digital Marketing and its Importance
- Understanding Pay-Per-Click Advertising
- Introduction to Google Ads Platform
- Key Terminologies and Concepts
- Setting Objectives for PPC Campaigns

### Day 2: Setting Up Your First Google Ads Campaign

- Creating a Google Ads Account
- Understanding Campaign Structure
- Ad Formats and When to Use Them
- Targeting Options: Audience, Location, and Devices
- Setting Budgets and Bidding Strategies

### Day 3: Keyword Research and Optimization

- Introduction to Keywords and Their Importance
- Tools for Conducting Keyword Research
- Optimizing Keyword Lists
- Negative Keywords and Their Usage
- Quality Score and Its Impact

### Day 4: Analyzing and Reporting on Campaign Performance

- Understanding Google Ads Metrics
- Using Google Analytics for PPC
- Creating Reports and Dashboards
- Analyzing Campaign Performance: What to Look For
- Adjusting Strategies Based on Data Insights

### Day 5: Advanced Techniques and Best Practices

- Remarketing Strategies
- A/B Testing for Ads
- Advanced Bidding Strategies
- Ad Extensions and Their Benefits
- Exploring the Future of PPC and Google Ads