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# FOCUS PPC DIGITAL 5 WEEK TRAINING COURSE | CCI France - Ghana

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## WEEK 1

# WHAT IS A FUNNEL - AN OVERVIEW OF THE COURSE

This course is for everyone who hasn't create sales funnels yet or struggles with creating sales funnels that generate a positive ROI (return on investment). We will see how to the whole course ties together to create the perfect funnel.

1 hour and 30 minutes

- Introduction to digital marketing channels
- What is a sales funnel?
- The TOTF-MOTF-BOTF model
- 5 things you need to know before launching a sales funnel
- How to create a buyer persona for your sales funnel
- Developing an effective strategy for lead generation
- 4 things you need to know about sales funnels
- How the whole course will help you create your perfect funnel
- Case Studies
- Q & A

## WEEK 2

# MEDIA BUYING FOR FACEBOOK (+ CASE STUDIES)

Companies spend an average of \$2000 to \$8000 on Facebook ads per month.

Unfortunately many of these businesses don't seem to get the results they hope for after much spend on Ads.

This course will help us analyse how to buy and run Facebook ads profitably for the desired results .



## 1 hour and 30 minutes

- Introduction to Facebook Advertising tools
- The 6 types of Facebook Ad formats
- 11 different Facebook marketing goals
- How to create and set up Facebook Business Manager
- How to create your first Facebook Ad
- How to save money through effective targeting ( + 13 targeting strategies for marketers)
- How to A/B test your ads
- Tracking ad effectiveness (how to install Facebook Pixel in Ads Manager)
- Retargeting with Facebook Ads
- Case Studies
- Q & A

## WEEK 3

# DISPLAY ADVERTISING (+ CASE STUDIES)

Studies have shown that 27% of consumers conduct a search for a business after seeing their display ad; which then result in a 59% lift in conversion.

This course emphasizes strategies and guides to create display campaigns that drive sales and build loyalty.



## 1 hour and 30 minutes

- Introduction to Display Advertising
- The types of display targeting options
- How to create effective responsive ads with Display Ad Formats
- How to set and measure goals
- How bidding and attribution work to deliver ad effectiveness
- Ad group organization and how to create them
- Working with Google Ads Manager
- How to make bulk changes with the Google Ads Editor
- Exploring rich media for your business
- Ad fraud prevention techniques
- Case Studies
- Q & A

## WEEK 4

# PAY PER CLICK (+ CASE STUDIES)

For every \$1 spent on Google Adwords, businesses earn an average revenue of \$2 (according to Google).

Unfortunately, many businesses don't get the results they hope for. In this course, we show businesses how to run search campaigns that are optimized for sales.



## 1 hour and 30 minutes

- Introduction to Advanced Pay Per Click
- Understanding the buyer's funnel and how to leverage it.
- Understanding how keyword organization works
- The types of keyword matches
- Creating your first search ad
- How to choose the appropriate campaign type and control your budget
- How to segment data and create lists
- Display Ads Format and targeting options
- How to set goals and measure
- Reporting and testing ad effectiveness
- Case Studies
- Q & A

## WEEK 5

# EMAIL MARKETING (+ CASE STUDIES)

For 40 percent of B2B marketers, email newsletters are most critical to their content marketing success.

However, ignoring the right strategies can lead to making the wrong types of email marketing investment. This course will spotlight strategies and ideas for effective email marketing.



## 1 hour and 30 minutes

- Introduction to Advanced Email Marketing
- Selecting your email service provider.
- How to develop result driven emails
- How to optimize your email content
- How to create website landing pages for email campaigns.
- How to test marketing emails (with live examples)
- Creating email campaign checklist
- How to automate emails for effective results
- Case Studies + Tools for email marketing success.
- Q & A



THANK YOU



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