

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/76510](http://www.amanet.org/76510)

# Mastering Google AdWords

## Hone your Google AdWords skills and pass the exam.

By attending this hands-on, comprehensive 3-day AdWords certification training course, you will bolster your knowledge and take your skills to the next level, so you can achieve greater ROI with Google AdWords. You will learn terminology, proven tips and best practices you can apply immediately. Discover how to write more compelling ads, monitor your performance and track conversions. By participating in lab exercises, you will become more efficient and more effective in setting up, managing and optimizing Google AdWords campaigns. So you can boost your results, avoid wasting clicks or impressions and stretch every AdWords dollar. Plus, you will have the opportunity to take the Google Advertising Foundation Exam on the last day of class—your option.

## How You Will Benefit

- Incorporate Google AdWords into your current marketing efforts
- Understand the AdWords application and how to get started
- Create and edit targeted pay-per-click campaigns
- Write more compelling ads to drive better clickthrough rates
- Track your performance so you know what's working and what's not

## What You Will Cover

- Understanding paid search versus organic search
- Becoming familiar with the features and benefits of AdWords and AdWords policies
- Creating an account and managing a campaign including targeted ad groups, keywords and ad text
- Performing keyword research and selection
- Learning best practices for 7 ad formats
- Discussing targeting, placements, bidding and budgets

## Who Should Attend

Marketing professionals at all levels, online marketers, communication specialists, business owners and traditional marketers who want to get up-to-speed on today's marketing channels—minimal experience with the AdWords is necessary.

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