

# How **not** to waste money on your Google PPC

Are you promoting your business through Google Pay Per Click but not really sure how well it's working for you? Whether you are managing your campaigns in-house or outsourcing them, you need to be confident that your campaigns are delivering a return for your business.

**Join us for a 3 hour workshop at 9.30am on Thurs 21st November at the Buxted Park Hotel.**

This workshop is ideal for business owners and managers or for in house marketing professionals who manage or outsource Google PPC campaigns.

Keeping up to date with the latest updates to the Google Ads platform can be time consuming and tricky. In this workshop, we'll look at the Google Ads interface and some of the tools you can use to optimise your campaigns. We'll explore some of the common pitfalls that can lead to wasted clicks and budget:

- Campaign set up and best practices for campaign structure
- Search and Display campaigns
- Bidding strategies
- Keywords
- Audience targeting
- Ad creative

We'll also take a look at measurement and how to identify the campaign metrics that really matter to your business.

Following the session, you'll have a deeper understanding of the Google Ads platform, plus practical tips for optimising and monitoring your campaigns to ensure that every click is a valuable click.

**Cost per delegate:** **£200** plus VAT

**Discounted Rate for Sussex Chamber Members:** **£125** plus VAT

Price includes refreshments.

## Book Your Place

Places are limited, so please book early to avoid disappointment. To reserve your place on the workshop, please email [lisa@prattdigital.com](mailto:lisa@prattdigital.com) or call us on **01435 515066** for more details.