Training Course on Paid Advertising (PPC) and Campaign Optimization

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

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Programme Curriculum

Paid Advertising (PPC) & Campaign Optimization Training Course

Introduction

In the competitive digital advertising landscape, mastering paid advertising and campaign optimization is essential for maximizing marketing ROI and effectively reaching target audiences. This comprehensive training course, "Paid Advertising & Campaign Optimization," equips participants with advanced techniques in PPC management, audience targeting, and campaign optimization across Google Ads and social media platforms. Through data-driven strategy development and performance optimization, participants will learn to create and manage successful paid advertising campaigns that generate measurable results.

This intensive five-day program combines technical PPC knowledge with strategic campaign planning and optimization techniques. Participants will dive deep into advanced targeting options, bid management strategies, and conversion optimization across multiple advertising platforms. They will master the art of campaign structure, ad copy creation, landing page optimization, and performance tracking, ensuring maximum advertising budget efficiency. Through practical exercises, live campaign management, and performance analysis, participants will develop the skills needed to create and optimize high-performing paid advertising campaigns.

Course Objectives

1. Master PPC campaign structure and strategy.
2. Implement advanced targeting techniques.
3. Develop effective ad copy and creative.

4. Execute bid management strategies.
5. Implement conversion tracking systems.
6. Create cross-platform advertising campaigns.
7. Optimize landing page performance.
8. Implement budget management strategies.
9. Execute A/B testing frameworks.
10. Develop remarketing campaigns.
11. Implement attribution modeling.
12. Create campaign reporting systems.
13. Execute advertising compliance protocols.

Course Duration: 5 Days

Course Modules

Module 1: PPC Strategy Fundamentals

- Understanding PPC platforms and mechanics.
- Developing comprehensive campaign strategies.
- Creating effective account structures.
- Implementing quality score optimization techniques.
- Managing detailed campaign planning processes.

Module 2: Google Ads Mastery

- Setting up successful Google Ads campaigns.
- Implementing targeted keyword strategies.
- Managing ad groups and audience targeting.
- Creating effective ad extensions.
- Optimizing bidding strategies for performance.

Module 3: Social Ads Excellence

- Creating platform-specific advertising campaigns.
- Implementing advanced audience targeting techniques.
- Managing various ad formats and placements.
- Optimizing social ad performance for engagement.
- Developing cohesive cross-platform advertising strategies.

Module 4: Conversion Tracking and Analytics

- Setting up conversion tracking systems.
- Analyzing campaign performance metrics.
- Understanding attribution modeling for insights.
- Implementing data-driven decision-making.
- Creating actionable campaign reporting systems.

Module 5: A/B Testing and Optimization

- Designing effective A/B testing frameworks.
- Analyzing results to improve campaign performance.
- Implementing continuous optimization strategies.

- Utilizing insights for future campaigns.
- Developing best practices for testing.

Module 6: Budget Management Strategies

- Implementing budget management techniques.
- Analyzing ROI and cost-per-acquisition metrics.
- Adjusting budgets based on performance data.
- Forecasting advertising spend effectively.
- Exploring funding options for campaigns.

Module 7: Compliance and Best Practices

- Understanding advertising compliance protocols.
- Implementing ethical advertising standards.
- Reviewing platform-specific advertising policies.
- Ensuring transparency and accountability in campaigns.
- Developing strategies for maintaining compliance.

This course is designed to empower participants with the necessary skills and knowledge to excel in the rapidly evolving world of paid advertising and campaign optimization.

Training Methodology:

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Practical Demonstrations:** Hands-on experience with computer applications, internet browsing, and mobile devices.
- **Field Visits:** Exposure to working digital literacy centers and community initiatives.
- **Role-Playing and Simulations:** Practice decision-making in realistic scenarios.
- **Expert Presentations:** Insights from leading digital literacy trainers and practitioners.
- **Group Projects:** Collaborative development of digital literacy training plans.
- **Action Planning:** Development of personalized action plans for implementing learned practices.
- **Digital Tools and Resources:** Utilization of online platforms, mobile applications, and software tutorials.
- **Peer-to-peer learning:** Pairing experienced learners with those new to technology.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com