



Sponsored links: mechanisms and optimisation

Participants:

Pre-requisites:

- Knowledge of the internet environment (general background)
- Awareness of the issues of online marketing

Profile of the participants:

Agency: Project manager

Customer: webmanager, marketing director, e-commerce manager, web project manager.

Training:

Description:

Millions of requests are made on search engines every day. Sponsored links enable you to capture surfers who are proactively seeking information.

What are the mechanisms for setting up a sponsored link campaign? Sponsored links are based on a bidding system and also on relevance criteria.

How can you set up a campaign? Detailed preparation work must be carried out before a campaign is launched: keyword selection, advert drafting, landing page creation.

What can you do to optimise your ROI? How can you lower your Cost per Click (CPC)?

As Google represents over 92% of spending on sponsored links in France, the focus will be on this major sponsored link actor.

Keywords: search engine, commercial links, adwords, quality score, relevance, CPC, CTR (conversion rate), text adverts.

Objectives of the training:

- To learn how to launch a sponsored links campaign
- To understand the sponsored links mechanisms
- To learn how to optimise a sponsored links campaign

Training plan:

- 1) An introduction to sponsored links
(Advantages of sponsored links, market actors)
- 2) Presentation of Google Adwords
(Examples of sites and interface)
- 3) Keyword selection
(Selection of keywords, semantic universe)
- 4) Bidding system
(Quality, relevance, bid management concepts)
- 5) Text adverts
(Drafting adverts)
- 6) Setting up a campaign
(Structure of a campaign)
- 7) Trends
(Sponsored links on mobile)
- 8) Practical case
(Creating a campaign)

Practical application:

All of the subjects discussed as part of this training will be illustrated by practical cases, cases studies and exercises from your trainer's own field experience.

Duration: 3-hour module

Prices: €400

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