



Digital Marketing Workshop on Google AdWords™ and Analytics

“ Take your marketing skills to the next level by
unleashing the power of internet ”

Date: 12th, 13th and 14th June 2014

Venue: All India Management Association, Auditorium,
14, Institutional Area, Lodhi Road, New Delhi

Organised by:

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

In Association with:

 **DIGITAL
ACADEMY**

What is Google AdWords and Google Analytics ?

Google AdWords is Google's advertising programme for budding and established entrepreneurs, business development professionals, marketing executives and advertisers. The training would be useful for Micro, Small and Medium Scale Enterprises as well for renowned organizations and institutions marketing and promoting themselves, their products, programmes and services.

Google holds 88% of global market share in Search Engine world. Every day when most of us login to the internet, the first page we open is www.google.com. Google AdWords and Analytics is the modern era marketing technique to accomplish your marketing goals easily through Google and open up the doors to expand your clientele. It is the only marketing technique through which you would pay only for those customers who are actually interested in your products and services. This marketing technique will teach you the business insights on expanding your customer reach drastically.

Google Analytics is a service offered by Google which gives you exact statistics like

- Unique visitors visiting your website or a particular webpage/link of your website on regular basis.
- Average time spent on a particular webpage by visitors.
- Source from which the visitor is landing to your website or a particular webpage of your website.
- Keywords/ads which are pulling web traffic to your website/webpage or a link in your website.

Why should you attend this training?

This three day workshop is an excellent opportunity for you, your colleagues and people in your circle to learn the evolving techniques of new age marketing through Google AdWords and Analytics.

Workshop Organisers: This training is organized by All India Management Association (www.aima.in), a well renowned apex body of management profession in collaboration with Digital Academy India. The trainers of the programme are Google Certified Digital Marketing experts.

Enhancing your Digital Marketing Knowledge Base: The workshop sessions will improve your knowledge & practical application of AdWords tools.

Certification:

Participation Certificate – Participation certificate from AIMA & Digital Academy (jointly) will be awarded to all candidates of the workshop. Apart from this they will get an opportunity to appear for the **“Google AdWords Certified Professional”** exam which will be organized by Google. Participants clearing this exam will become a **“Google AdWords Certified Professional”**.

Additional Benefits:


- Google Adwords Coupon worth Rs. 2000/- to all participants to setup AdWords account.
- Opportunity to appear for “Google AdWords Certified Professional” Exam (online Exam conducted by Google).
- Special Q & A Session to answer your Digital Marketing queries.
- Comprehensive Digital Marketing study material.
- Participation certificate.
- Learn directly from a Google Partner.
- Revision sessions to recapitulate points.
- Unconventional career avenues for participants.

Programme Overview


This programme is designed for all working as well as non-working professionals who wish to gain expertise in digital advertising. The programme would explain the advantages of advertising on Google AdWords, how it works, and most importantly how to measure and monitor results.

This course has been designed by AdWords Experts (Certified Google Partner). The sessions will sensitise you on strategising, creating and optimising Google AdWords campaigns. Post completion of the three day training, candidates will be in a position to plan and implement a Google AdWords advertising campaign.

Learning Objectives

 Training participants to setup their own online marketing campaigns to expand clientele and revenue for business and also to increase return on investment (ROI).

Sensitizing participants on Digital Marketing and updating them with the most accurate and up-to-date training and tips.

 Guiding participants on best practices to campaign management and optimization.

Trainer's brief

Gaurav Oberoi

- Google Regional Trainer & Speaker – Google Partner Academy Programme
- Vice President Business Operations – Pensa Media (Google Premier SME Partner)
- Founder & CEO – Digital Academy
- International Council Member – Internet Marketing Association

Program Fee

Fee Per Participant

| Details | Fee in INR |
|--|-------------|
| For All India Management Association(AIMA) and LMA Members | Rs 14000 /- |
| For Non-AIMA Members | Rs 15000/- |

***Plus Service Tax @ 12.36%, SERVICE TAX No. AAATA 1644 AST001, PAN No. AAATA 1644 A**

-Early bird discount of Rs 1500 on registering before 30th May 2014

-15% further discount on 3 or more registrations from an organization or institution

Registration Fee Includes:

- Training for Three Days
- Participation Certificate
- Training/ Study Material
- AdWord Coupon of Rs 2000/-
- Networking Lunch , tea and snacks for three days

Online Registration: Participants can also register online by logging on to the AIMA website.

Manual Registration: You may also register yourself by posting or handing over your Registration Form along with the DD/Cheque.

- The DD/Cheque should be in favour of “All India Management Association” payable at Delhi and should reach at below mentioned address before 5th June 2014 (Registration subject to availability of seats).

Address:

**The Director,
Centre for Management Education
All India Management Association
14, Institutional Area, Lodhi Road
New Delhi- 110003**

For Registration and Other Program Related Queries

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