

# Introduction to PPC for SMEs

## What's Covered?

Pay-per-Click advertising can seem complicated and complex at first glance, but this session will prove that it doesn't have to be! This session will illustrate how PPC can play a valuable part in an SME's marketing strategy, using examples and performance benchmarks based on your industry and competitors. It will do so whilst introducing you to both Google Ads and Microsoft Advertising, two of the most effective PPC platforms for small businesses to use.

The session will also cover how to develop an initial PPC strategy, including a plan of action for getting your accounts created and your first campaigns up and running.

There will also be time and plenty of opportunity for attendees to ask questions about PPC and how it can be best utilised for their business.

## Key Takeaways

- ✦ How PPC works and how businesses can utilise it to help achieve business goals.
- ✦ An understanding of how Google Ads and Microsoft Advertising work, the difference between the platforms and the types of campaigns they facilitate.

- ✦ How to get started with PPC including building a plan of action and creating your first campaign.
- ✦ How industry leaders are currently utilising PPC for their business, and how you can replicate their actions in your own PPC strategy.

## Who Is This Training For?

For any business who wants to start advertising via Google Ads and/or Microsoft Advertising.

## Skill Level Requirements

No previous PPC experience required.

## Other Information

- ✦ Duration: 2.5 hours
- ✦ Suitable for both groups and individuals
- ✦ Deliverable in-person or virtually

