



Pay Per Click Advertising for Property Investors: How to spend less money, more effectively, with better results

Find out how the experts make more money by using successful Pay Per Click (PPC) advertising on Google, Yahoo, and MSN.

This in-depth practical How To Workshop will teach you the strategies and skills to become a savvy PPC advertiser.

PPC is becoming increasingly competitive. Learn the key strategies that will deliver the best possible return on investment (ROI) and how to out perform your competitors.

This course will guide you through the essentials of planning and optimising your PPC advertising. Using latest techniques and strategies you will understand how to get well qualified visitors to your website, how to get high conversion rates, and how to take advantage of this hugely cost effective route to market.

Seminar Programme

- Overview of the main PPC providers
- How to set up successful PPC campaign structures
- Identifying high performing keywords that drive sales
- Bidding strategies specific to your business model
- Understanding the Google Quality Score
- Defining your bid strategy
- Taking advantage of demographic targeting, positional preferences, ad scheduling and other powerful techniques
- Copywriting perfect ads to increase your click-throughs
- How and when to use Keyword Insertion tools
- What to measure, and how to do it effectively
- Increasing your PPC conversion rates with landing pages
- Researching your competitor's PPC campaigns

Learn from practical case studies, get your questions answered, and take away your comprehensive "how to" course notes.

The Trainer



Susan Hallam is a Google Adwords Qualified Professional. She is one of the UK's leading Internet marketing trainers and consultants, with more than 20 years experience in the information industry. She is a regular speaker at Internet conferences including Search Engine Strategies, and Internet World.

Date

Monday, 4 February 2008

Who Should Attend

Website owners who want to be more successful using PPC advertising:

- BMV buyers and sellers
- Landlords seeking tenants
- Property Investors

Times

09:00 Registration & Coffee
09:30 – 16:30 Course
16:30 – 17:00 Informal Q&A

Venue:

2 miles from M1 Junction 23
Loughborough Innovation Centre
Epinal Way
Loughborough
LE11 3EH

Fee

£250.00 + VAT

Included in the fee

Comprehensive delegate packs, lunch and all refreshments

How to book your place

Contact Susan
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Post:

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Payment

Invoice or Credit Card
Payment due before attendance