



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ GOOGLE ADS COURSE

Learn How to Use Google Ads For Your Advertising Campaigns and Maximise Your Returns



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$125.48** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework
Course Code: TGS-2023020899



Who Should Attend

This course is suitable for Marketing Managers, Marketing Executives, Performance Marketers, Media Specialists, Business Owners, and anyone looking to start Search and Display advertising using Google Ads.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and job placement programmes.



Minimum Entry Requirements

To enrol in this WSQ Google Ads course, you should possess the following:

- 1 GCE 'O' level or equivalent (\geq 21 years old); or
- NITEC/Higher NITEC (\geq 21 years old); or
- Mature candidates (\geq 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

Starting with only 350 advertisers, Google Ads today has become a massive platform used by millions of businesses worldwide. Many local Singapore businesses, from startups to established companies use Google Ads to reach their audience online, making it a significant part of their digital marketing strategy.

This 2-Day WSQ Google Ads course covers everything from the basics to the optimisation plan. You will learn how to utilise the different types of ads such as search and display ads (SEM & PPC), set up campaigns effectively, target specific audiences for your brand, and conduct keyword research to ensure maximum returns for your campaigns.

Besides that, you will learn budgeting, analysing key metrics and the latest optimisation techniques for your campaigns. To make sure you have a complete understanding of Google Ads, our hands-on project-based approach ensures practical skills in planning, executing, and optimising Google Ads campaigns.

This comprehensive Google ads training course is perfect for those looking to master the Google Ads platform for impactful digital marketing.

COURSE HIGHLIGHTS

Learning Outcomes:

- Examine the integration of the Google Ads platform within a comprehensive marketing strategy.
- Develop a thorough comprehension of the foundational principles and processes of the Google Ads platform.
- Master the intricacies of Google Ads campaign setup by progressing through each crucial stage to define clear campaign objectives, employ effective bidding strategies, target audiences, conduct strategic keyword research, craft compelling ad copy, explore diverse ad formats, and skillfully manage budgets.
- Develop proficiency in Google Ads by selecting and interpreting relevant metrics to gauge campaign success, including analysing Return on Investment (ROI), reviewing and understanding various attribution models, scrutinising conversion paths, and customising reports to evaluate advertising performance comprehensively.
- Evaluate a Google ads campaign to ensure the activity effectively reaches target markets, aligns with performance measures, and is optimised based on testing, ad relevance, and targeting.

COURSE **OUTLINE**

▶ Introduction to Google ads and Strategic Planning

- Overview of the marketing mix and how Google ads fit in
- How Google Ads works
- Key considerations when planning a Google Ads campaign

▶ Google Ads Campaign Setup

- Google ads account structure
- Understanding the different advertising objectives
- Identifying and utilising the right bidding strategy for your goals
- Setting up different types of ads
- Selecting campaign, network, location and languages
- Effective audience targeting techniques
- Keyword research and matching
- Copywriting best practices
- Creative format options
- Defining a Budget

▶ Measuring a Google Ads Campaign

- Understanding key Google ads metrics
- Analysing ROI
- Comparing attribution models
- Conversion Path Analysis

▶ Testing & Optimisation

- Understanding the components of Quality Score
- Improving ad relevance, landing page experience, and ad performance
- Tips for creating high-converting landing pages
- A/B testing landing pages

▶ Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$125.48</p> <hr/>
		<p>70% SkillsFuture Funding</p>	<p>S\$323.08</p>
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$125.48</p> <hr/>
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		<p>90% SkillsFuture Funding</p>	<p>S\$125.48</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Google Ads Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ GOOGLE ADS COURSE

Course Code: TGS-2023020899

<https://asktraining.com.sg/digital-marketing-courses/wsq-google-ads-course/>

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Speak to a Course Consultant

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