up to 90% SkillsFuture Funding

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

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.

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

@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 <u>90% funding</u> and <u>Career Advisory and Resources Support Programme.</u>

Minimum Entry Requirements

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

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis
- WSQ Advanced Certificate in Digital Marketing
- Experience with digital marketing: Minimal one year of work experience with knowledge of digital marketing

COURSE **DESCRIPTION**

Google Ads remains one of the most effective ways for businesses in Singapore to reach high-intent customers at the exact moment they are searching for solutions.

Whether the goal is generating leads, increasing sales, or improving online visibility, Google Ads offers measurable, scalable results when used correctly.

This 2-Day WSQ Google Ads course gives you a complete, hands-on understanding of how to plan, build, and optimise campaigns that perform.

You will learn how to choose the right campaign types, conduct keyword and audience research, structure campaigns effectively, and use bidding and budgeting strategies to improve results.

The course also covers performance analysis, Quality Score, and practical optimisation techniques.

Through guided exercises and a project-based assessment, you will gain the confidence and skills to run Google Ads campaigns that deliver real business outcomes.

COURSE **HIGHLIGHTS**

<u>Learning Outcomes:</u>

- 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**

- Audience Targeting
- Keyword Research
- Google Ads Account Structure
- Understanding the different advertising objectives
- Setting up Different Types of Ads
- Identifying and Utilising the Right Bidding Strategy for your Goals
- Selecting campaign, network, location and languages
- Effective Audience Targeting Techniques
- Keyword Research and Matching
- Automatically Created Assets
- Campaign Schedule & Rotation
- Google Ads Copywriting
- Crafting Eye-Catching Display Ads
- Creating Effective Video Ads
- Performance Max Google Ad Campaigns

▶ **Measuring a Google Ads Campaign**

- Setting Campaign Budgets
- Measuring and Optimising Google Ad Campaigns
- Key metrics and calculations to evaluate Campaigns
- Importance of Quality Scores
- Analysing ROI & ROAS
- Customising Reports

▶ **Testing & Optimisation**

- Improving Ad Relevance, Landing Page Experience, and Ad Performance
- Tips for Creating High-converting Landing Pages
- Optimising further with Experiments

▶ **Assessment Component**

- Project: 80 minutes
- Written Examination: 40 minutes

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens **40 years old and above**	**S$988.00**	**90%** SkillsFuture Funding	**S$125.48**
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) **21 years old and above**		**70%** SkillsFuture Funding	**S$323.08**

Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above	**S$988.00**	**90%** SkillsFuture Funding	**S$125.48**
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		**70%** SkillsFuture Funding	**S$323.08**
Non-SME Singapore Citizens 40 years old and above		**90%** SkillsFuture Funding	**S$125.48**

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

E- CERTIFICATION

up to
90%
SkillsFuture Funding

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

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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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