

ONLINE ADVERTISING & ANALYTICS ESSENTIALS

CHECK OUR WEBSITE FOR
ONLINE OR IN-CLASS DETAILS



IRISH TIMES
TRAINING



WWW.IRISHTIMESTRAINING.COM

COURSE OVERVIEW

We understand that your time is precious, so we've created this bite-sized programme to cover the essentials of online advertising and digital analytics, delivered over 3 three-hour sessions.

This course is for anyone who creates sales & marketing strategies, who uses online and social media advertising campaigns, PPC and GDN, along with Google Analytics (including GA4) to understand and analyse their website's performance, and drive their business growth.

Learn how to reach a wider audience in real time with the right ads at the right time, develop, execute & analyse successful ad campaigns & grow your business.



Ready to learn even more about Digital Marketing?

This course can also be taken as part of our **Diploma in Digital Marketing**, which consists of 12 modules designed to give you a greater understanding of online marketing and practical knowledge of digital tools. On completion, you will have a solid grounding in this field and be in a position to develop a comprehensive digital marketing strategy and implementation plan. Participants also have the option to go forward for a QQI Level 5 Minor Award.

Find out more at: https://www.irishtimestraining.com/digital-marketing_

GOOGLE ANALYTICS & DATA-DRIVEN MARKETING



Website analytics will provide you with invaluable data about your website visitor's usage characteristics and their behaviour, as well as allowing you to measure the results of your digital marketing efforts.

In business you need to make informed changes to your website and/or marketing activities based on actual data and to build a strategy that will lead to growth. In this three-session course you will learn how to set up and use Google Analytics (GA/GA4) so you can build an understanding of the key reports & metrics, and measure your marketing activity in real time.

On completion of this module, you will:

- Understand how to navigate GA/GA4, find business insights & create reports
- Analyse visitor interactions & behaviour on your website
- GA4 tracking and performance measurement

CONTENT

- What is website analytics & Google Analytics (GA/GA4)
- Understanding key metrics and terminology in GA/GA4
- Key reports; Real-time Audience interaction, Acquisition, Behaviour & Conversions
- Understanding & analysing your website audience demographics
- Measuring the performance of your digital marketing activities
- Setting up GA/GA4 tracking: Goals and Conversions
- Setting up an audience list & using audience segmentation
- Basic site speed analysis
- Linking Ads & Analytics

GOOGLE ADS & PAY-PER-CLICK (PPC) ADVERTISING



Paid search can increase your site's visibility on search engines, traffic to your website, and ultimately grow leads and/or sales. People who see your paid search ads are those already searching for your product or service. They are most likely doing so because it is something they may wish to purchase or engage with in the near future.

Since paid search ads target specific search queries at the point of the search, you can be sure that anyone who clicks on your ad is not arbitrarily surfing the web, but rather, has intent to research or buy your product or service. In this module you will learn how to plan, execute & measure paid search campaigns using Google Ads – the main platform for paid search advertising.

On completion, you will understand:

- Where Google Ads sits in the marketing mix and what it can do for your business
- The fundamentals of keyword bidding, targeting and good ad copy
- How to effectively build, manage and optimise search ad campaigns

CONTENT

- About Paid Search and the Google Ads Platform
- Paid search vs. organic search (PPC vs. SEO)
- How ads get listed on Google: Ad Rank & Quality Score
- Planning for your Google Ads campaigns
- Carrying out keyword research
- Creating engaging ad copy
- Using ad extensions
- Optimising your landing page
- Measuring campaign performance
- Other search engines (Bing, Yahoo, etc.)
- Google Ads campaign; build live demo – creating a basic campaign together in class

CREATING ONLINE DISPLAY ADVERTISING CAMPAIGNS (GDN)



Online display advertising conveys your business message visually using text, logos, animations, videos, images, etc. or a combination of these to create ads that appear on third party websites or social media platforms.

Unlike traditional offline advertising, online display advertising allows you to reach relevant defined audiences with a creative message, provide an instant call-to-action and is crucially measurable!

In this module, you will learn about:

- Types of display advertising
- The Google Display Network (GDN) and how it works
- How to target your audience
- Display advertising pricing models
- Retargeting strategies
- Optimising & reporting on your campaigns

CONTENT

- About display advertising & Google's Display Network (GDN)
- The benefits of using online display advertising vs. traditional methods
- How to set display advertising objectives
- Types of display advertising & basic ad unit specifications
- How display targeting works
- Display pricing models
- Remarketing campaigns
- Display metrics, optimisation & reporting
- Display campaign; build live demo – creating a basic campaign together in class

LEARNING WITH IRISH TIMES TRAINING



HOW DOES IT WORK?

We offer courses in-class in The Irish Times Building on Tara Street, Dublin 2 and online. Please see course dates on the website for online or in-class details.

IN-CLASS

In line with our Paperless Office policy we will not supply printed course notes. Students are welcome to bring a laptop or tablet to course sessions to access course notes. Students will be provided with soft copy of notes and can print them out in advance of the course.

ONLINE

You may be coming to online learning for the first time and feel nervous or worried that it might be unfamiliar and difficult. Well, you can relax. So long as you have a computer and are able to connect to the internet, ideally with a webcam (although this is not essential) then you're all set. We use video platforms to deliver our virtual sessions, and each class is secured with password access so only the registered participants can join. All the course materials are made available for you to follow along on-screen, and then join in with the collaboration sessions and activities.

WHY CHOOSE THIS COURSE?

- Specifically tailored to maximise your learning experience in-class or online
- Delivered as a live class by experienced trainer
- Engage live with the trainer and your classmates
- Guided presentation shared by the trainer on screen
- Access to notes online in advance of training

ABOUT IRISH TIMES TRAINING



Irish Times Training (ITT) has been in the professional development and education business for over 40 years. As a subsidiary of The Irish Times, we work with a broad range of people and organisations to deliver the highest quality Business, Management, Digital Marketing and Personal Development programmes.

Our objective is to ensure that you leave ITT with the knowledge, skills and confidence to progress your career and have a solid foundation on which to build and continue to grow your potential.

At ITT, we pride ourselves on keeping ourselves “a step ahead”. We do this by working with our panel of digital marketing experts to regularly update course content and ensure that you are getting real-time feedback on what is happening in industry. Providing up-to-date case studies and presenting new technologies are key features of our courses.

Your studies will be thought provoking, challenging, interesting and exciting. We are committed to supporting you in an active and immersive learning environment that encourages you to engage with both expert trainers and other students. These courses are delivered live by the trainer, so you can maximise the interaction from your home office.

A grayscale photograph of a person's hands writing on a notepad. The hands are positioned in the lower right quadrant of the image, with the right hand holding a pen and writing on a piece of paper. The background is dark and out of focus.

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TRUSTED, CURRENT, EXPERT

ANY QUESTIONS?

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