

Digital Search Academy

Getting to grips with search engine marketing

Digital Training Academy

Getting your products found online can be like asking your customers to find the proverbial needle in the haystack. Search engines are key to your business and our one day orientation gives you all the basics you need to get started in effective search engine advertising and marketing. You'll get to grips with the mechanics of search, pay-per-click advertising and the basics of search engine optimisation. It's your fast track to being able to make informed decisions about when, where, and how, to harness the power of search engine advertising. It concentrates on the essential knowledge you need, gives you a framework for the future, and delivers practical tips your company can use straight away.

Search engine marketing can turn around your business. It's the most powerful online customer acquisition tool there is, and it's revolutionising direct marketing. Get it right and it delivers more customers at a lower cost than any new channel. But getting it right takes a little practice, and that's why marketers and search firms asked us to create this one day course: to fast track the learning and help marketers get to grips with search.



“We created this course to let you learn from leading search engine marketers: get on the fast track, get results quickly and avoid the potholes along the way. You'll learn new skills, gain deeper insights and build clear action plans. You'll get better results straight away”

Online marketing pioneer Danny Meadows-Klue helped create the Internet Advertising Bureau in the UK and a dozen countries around the world. As its first chief executive he began evangelising search engine marketing in 2000. He designed this course to help accelerate brands up the learning curve.

At a glance

In an intensive one day course you'll get to grips with search engine advertising

We teach you the ten steps of search engine advertising and search engine optimisation. We give you a strategic framework to structure your knowledge, and then fill it with practical tips.

By the end of this Digital Search Academy, you'll be able to answer these questions:

- What is the structure for a search engine advertising campaign?
- Where do I start and what are the critical steps?
- How can I buy customers at a price that's right for my business?
- How can I write search ads that target my best prospective customers?
- How can I balance targeted messages with my needs for volume?
- What are the bidding strategies I can choose from?
- How do I make the most of the customers I acquire?
- What processes should be in place to track the return I get on my investment?
- What are the common potholes I should be aware of?
- What elements of search engine optimisation does my team need to tackle?
- What does all the search jargon mean in practice?

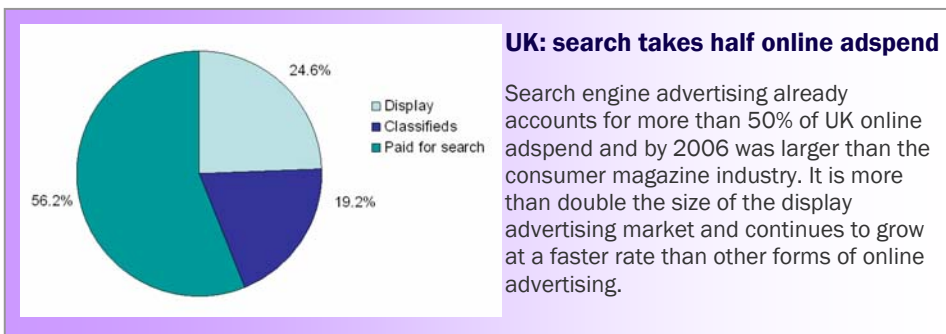
Our blend of seminars, workshops and exercises will have you and your colleagues working together on search marketing plans you'll be able to apply to your own business. Our intensive courses are packed with knowledge, and fun to take part in.

Training is key

Our Academy courses are designed to materially change your business.

- It's like six months of on-the-job learning crammed into just one day.
- Get the real insights rather than the sales pitch: unlike discussions with your suppliers there are no hidden agendas - our only goal is growing your skills.
- Enjoy guaranteed first class knowledge: saving you time and money instead of attending more industry conferences with few competitive ideas.

Just one small improvement in your next campaign covers the cost of this course!



Getting to grips with search engine advertising What's in your intensive one day Academy?

You'll get to grips with search advertising and learn a framework for the future

In our ten step plan we break down a search campaign into its constituent parts and look at who should own search within the marketing team. You'll learn about where search fits in the online marketing mix and customer acquisition marketing strategies. You'll also discover different approaches in budgeting for search and many ways to improve your ROI.

Building smart customer acquisition objectives

We give you a simple formula and share some typical examples of how it works. By getting the objectives right at the start, your campaign heads in the right direction.

The Pay Per Click Toolkit

How do paid-for-search techniques work? How can you use them to match your customer segmentation?

Getting to grips with search engine optimisation

As well as pay per click campaigns, you'll learn the essentials of search engine optimisation and the best practice for ensuring your website is 'friendly' to search engines that want to list you for free.

- What stops a website being listed the way you'd like?
- How can you get listed for the right topics?
- How can you apply concepts like keyword density to improve your site?
- Which approaches should you steer clear from?
- How can you get the balance right between your optimisation and advertising?

Course exercises

All our courses include practical exercises that will help you change the way your firm behaves. In 'Getting to grips with search engines', we help you write the key steps of a search engine marketing plan throughout the day, using each lesson to enhance your skills.

- Objectives: You'll write the search objectives for your next campaign
- Keywords: You'll build a list of keywords for your next campaign
- Copywriting: You'll write the framework for the ads you'll be using
- Bidding: You'll explore what happens in practice with bid prices, and build those lessons into your bidding plan, with something to share for your colleagues back in the company

What makes our courses so effective?

- Leading trainers and freshest thinking
- Focused just on the topics that matter right now
- Customised masterclasses based on the needs of your executives
- Fast-paced intensive courses that minimise time spent out of office
- Practical courses grounded in current best practice
- Robust action plans to transfer the learning back into your business

Getting to grips with search engine advertising What's in your intensive one day Academy?

Digital Training Academy knowledge packs

Your comprehensive training pack will give you all the facts you need and a great reference point for the future. You'll build it up and annotate the notes during your Academy, and fill it with actions, explaining ways you'll be able to apply the knowledge you have. We're no fans of training materials that sit on the shelf getting dusty, so we'll email you more Insight Reports after the Academy. Using our training should become part of your weekly routine.

Search engines: likelihood of use
Source: Enquiro -Into the mind of the searcher (2004)

Exercise
For one of your key products, set yourself a SMART acquisition objective. 2 minutes

Set yourself a SMART search campaign objective...

**Step 3: Set pricing
Select your daily budget**

I know how much you want to spend on the ad campaign each month, divided by the number of days in the month

The system will suggest a daily budget based on your targeting options and on historical click data for keywords similar to yours

This helps to ensure maximum exposure of your ad throughout each day

Raise or lower this amount, depending on how much you would like to spend

Your ad impressions will be spread throughout

What is the most you would like to spend, on a daily basis?

The daily budget controls your costs. When the daily limit is reached, the frequency of your ad, will stop

Enter your daily budget: £

DIGITAL TRAINING ACADEMY

Search engines have
changed customer
acquisition and direct
marketing forever.
Can you afford not to
be on top of how
search advertising
really works?

Further advanced level Digital Search Academies

How experienced search engine marketers can improve their effectiveness

If you've been using search engine advertising for a year, then our Advanced Digital Search Academy will help you move to the next level. Here are some of the topics we cover:

Inside the search engine

- Understand the latest thinking about how the editorial policies are changing.

New techniques: unlocking the latest powerful tools

- Harnessing maps and local search.
- Understand pay-per-acquisition, pay-per-call and get a download on the newest ideas.
- How search can be integrated into a wider acquisition strategy.

Advanced keyword strategies

- Combining negative words, broad phrases and tracking the customer through the steps in their search to improve your ROI and reach more customers with your message.

Advanced bidding strategies

- Finding out what the smartest search marketers are doing and why.

Campaign critique

- We get you trained up to look for ways to improve your search campaigns.

Click fraud

- Latest thinking on how to tackle the challenges of potential false clicks.

Harnessing the brand impact of search

- Why the latest thinking reveals that brand marketers are also switching to search.

The search engine workshop

- Discussing the key challenges with your peers to share insights about how to overcome them.



Jargon Busting!

Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to your colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.

Your commitment

Yes! Hold a place for me on the next event

Date of next event

Your name

Organisation

Signature

Today's date

Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can hold a place
2. Call our Academy managers if you need more information
3. Receive your booking email and then confirm your place
4. Get stuck in to your Welcome Pack for this Digital Training Academy

Some important small print

Our in-company Academy courses are subject to a formal engagement letter, the terms of which are on the website or available by email if you would prefer. Here are some of the key terms.

Team: You will have an Academy Manager who will look after your team and the administration of the course. One of our senior associates or managers will be your lead trainer, supported by a researcher and administrative staff. For many academies we have additional expert trainers who supplement the team.

Engagement: The full terms of engagement are available online and on request. Courses can only be booked once we have an agreement in place and dates cannot be guaranteed before bookings have been confirmed. Due to the popularity of the Academies we advise that only early booking can guarantee the dates you would like.

Confidentiality: We cherish confidentiality and in large organisations, the content, views and discussions related to this project will remain confidential to the commissioning managers and not the wider organisation.

Cancellation charges: A cancellation charge of 25% applies if a course is cancelled within 4 weeks of its delivery, rising to 50% in 2 weeks and 100% in the week before.

Disbursements: An additional contribution of 5% will be levied on all course fees for related disbursements, which covers course materials production (for up to 15 delegates) and travel to Central London. Additional travel and related expenses are charged for courses delivered outside Central London.

Taxes: All payments are subject to VAT and our standard terms. If you would like your academy to be held outside the UK then ask our team for more details.

Our company support programmes include

- Executive digital coaching for director teams
- Customised in-company training Academies
- Senior masterclasses for critical issues
- Workshops for staff at all levels
- Training and skills assessments
- Public access training days

To book a place or find out more about an upcoming event, simply call us or email AcademyManager@DigitalTrainingAcademy.com



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