

Paid Search Engine Marketing (SEM)

Overview :-

Modern consumers rely on more than just advertising and word-of-mouth reviews in order to make a purchase decision. In fact, they are increasingly relying on Google searches - not only to find the best product for their needs, but also to find new products they might not have even considered before. In this environment, being able to pre-empt and address the needs of potential consumers via Google is increasingly important in drawing new customers to your product. In this module, you will learn the basics of how to create a Google Ads Search advertising campaign from scratch, understand how Google AdWords works, and how to measure and fine-tune your AdWords campaign parameters for optimal results.

Modules (1) :-

1	Paid Search Engine Marketing (SEM)			
	E-learning	Training	Assessment	08:00
	00:00	06:30	01:30	
<p>Modern consumers rely on more than just advertising and word-of-mouth reviews in order to make a purchase decision. In fact, they are increasingly relying on Google searches - not only to find the best product for their needs, but also to find new products they might not have even considered before. In this environment, being able to pre-empt and address the needs of potential consumers via Google is increasingly important in drawing new customers to your product. In this module, you will learn the basics of how to create a Google Ads Search advertising campaign from scratch, understand how Google AdWords works, and how to measure and fine-tune your AdWords campaign parameters for optimal results.</p>				

Course Duration :-

SSG Approved Training & Assessment Hours	8.0
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Objectives :-

- Set up a Google Ads Search and Display advertising campaign from scratch
- Perform detailed segmentation and organise the structure of keywords, ad creatives, and ad groups for precise targeting and optimal results

- Create successful text and display ads that drive clicks and conversions
- Conduct effective and extensive keyword research with the Google Keyword Planner
- Set up conversion tracking for measuring performance and to enable advanced bidding options (e.g. Enhanced CPC, Target CPA, Target ROAS)
- Analyse reports and optimise campaigns to maximise return on investment

Entry Requirement :-

Singapore/PR Students:

- GCE 'O' Level with 3 credits including English and Mathematics OR
- WSQ Advanced Certificate OR
- WSQ ES WPLN Level 5 and above

International Students:

- High School Diploma equivalent to GCE 'O' Level with 3 credits including English and Mathematics OR
- Qualifications from professional institutes may be considered on a case-by-case basis AND/OR
- Pass TaF.tc Entrance Test

English Language Requirement –

Possess a minimum credit in English at GCE 'O' Level or its equivalent OR

IELTS score 4.5 or TOEFL score 450

ALL Students are required to have basic knowledge of computer and Microsoft Office

Graduation Requirements :-

Student must fulfil the following requirements:

- 75% attendance rate of total training hours per module

- Be found competent during written, practical and oral assessments.

Student Pass Holders – a minimum of 90% attendance per month will be required.

Key Learning Areas :-

- **Comprehensive step by step walkthrough on how to set up a Google Ads Search and Display advertising campaign from**

scratch

- **Learn how to manage Ads campaigns in-house or outsource to an external vendor**
- **Reveal what digital marketing agencies don't want you to know**
- **Open your eyes and understand that industry best practices may not always be the right way to go**
- **Digital advertising strategies that actually work and help you achieve your KPIs**
- **Techniques to Measure, Analyse, and Optimise your campaigns based on insights from industry experts**

Who Should Attend :-

- **Marketing Managers**
- **Marketing Executive**
- **Individuals who manage or execute Google Ads campaigns**

Certificate Issuance :-

Upon successful completion of the course, student will be awarded the Statement of Attainment (SOA) for WSQ Paid Search Engine Marketing. WSQ Certification is nationally endorsed and recognised by industry partners

Course Fee:-

Singaporean / PRs (SSG)

SkillsFuture Singapore Grant (SSG)

All Singapore Citizens and Permanent Residents

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	-	S\$ 3.99	S\$ 60.99

Singaporean (WTS)

Workfare Training Scheme (WTS)

Aged \geq 35 years and earning \leq \$2,000/month

Full Course Fee	Application Fee	Less: SSG Grant	Less: WTS	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	S\$ 22.50	S\$ 3.99	S\$ 38.49

Singaporean (SFMCES)

SkillsFuture Mid-Career Enhanced Funding (SFMCES)

All Singaporeans aged 40 years and above

Full Course Fee	Application Fee	Less: SSG Grant	Less: SFMCES	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	S\$ 0.00	S\$ 3.99	S\$ 60.99

SMEs (ETSS)

Enhanced Training Support Funding (ETSS)

SME with employment size \leq 200 or annual sales turnover \leq S\$ 100 million

SME can claim additional 20% of full gross fee under ETSS where applicable

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	-	S\$ 3.99	S\$ 60.99

International Students

Full Course Fee	Application Fee	NA	NA	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	NA	NA	S\$ 32.34	S\$ 494.34