



VERSION

2

**SR. CODE**

EAPL/CRASH/CRTC32

**COURSE CODE**

EACCE

**SUB CATEGORY**

DIGITAL MARKETING



TOTAL DURATION  
**45**  
HOURS



THEORY TAKEN  
**10**  
HOURS



PRACTICAL TAKEN  
**35**  
HOURS

ELYSIUM  
ACADEMY

PAY PER CLICK

EXPERT

**ELYSIUM  
ACADEMY**

**PAY PER CLICK**

**EXPERT**

ELYSIUM

ACADEMY

PAY PER CLICK

EXPERT

ELYSIUM

ACADEMY

ORACLE

## COURSE DESCRIPTION



The Pay Per Click (PPC) course offers comprehensive training in digital advertising strategies, focusing on platforms like Google Ads, Bing Ads, and social media advertising. You will learn to create effective PPC campaigns, optimize ad performance, analyze campaign data, and maximize return on investment (ROI).

## COURSE GOALS



By completion, students will understand the principles of PPC advertising, including keyword research, ad targeting, bidding strategies, and ad copywriting. They will develop proficiency in setting up and managing PPC campaigns across various platforms, ensuring visibility and engagement for businesses.

## FUTURE SCOPE



Graduates will be equipped for roles as PPC specialists, digital marketing managers, or advertising consultants. With businesses increasingly investing in online advertising to reach their target audience, demand for PPC professionals is high. Moreover, as digital advertising platforms evolve and new channels emerge, such as video and voice search, PPC specialists will have ample opportunities for career growth and specialization.

# 01

## CHAPTER

### **INTRODUCTION TO PAY PER CLICK**

- a·PPC for Various Business Types
- b·Defining the Channels for PPC
- c·Define CPM CPC and CPA
- d·Defining Paid Search Advertising
- e·Search Volume
- f· PPC Extends Beyond Search Engines
- g·Reach of PPC
- h·Auction-based System
- i· Targeting Capabilities
- j· How PPC works For Various Business Types
- k·PPC For E-Commerce
- l· PPC For Lead Generation
- m· PPC For Local Companies
- n·PPC Ads For B2B
- o·PPC Ads for Informational Queries
- p·PPC Ads for Branding
- q·PPC Goals
- r· PPC Cycle



**1.5**  
HRS



**04**  
HRS

# 02

## CHAPTER

### **PSYCHOLOGY OF SEARCH**

- a·The Search Process
- b·The Landing Page
- c·Search Marketing is Not Interruptive
- d·Refine Your Audience



**1.5**  
HRS



**2.5**  
HRS

- e· Write Ads Relevant to the Searcher
- f· Choose the Correct Landing Page
- g· Track Conversion
- h· Aligning Goals for Successful Search Engine Marketing
- i· Useful Information is Not Advertising

# 03

## CHAPTER

### **SEARCH ADS AND KEYWORD TARGETING**

- a· Hierarchy of a PPC account
- b· Structuring of Ad Groups
- c· Ad Fundamentals: Purpose of an Ad
- d· Ad Group
- e· Creating Compelling Ads: Features vs. Benefits
- f· Creating Compelling Ads: Call-to-Action
- g· Unique Selling Proposition
- h· Ad Components
- i· Ad Components
- j· Ad Testing
- k· Ad Extensions
- l· Ad Extensions
- m· How Keywords and Search Queries Work Together
- n· Search Intent
- o· User Intent Classification
- p· Types of Keywords
- q· Think About the Searcher
- r· B2B vs B2C Keywords
- s· Ad Group Organization



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# 04

## CHAPTER

### **INCREASING REACH WITH DISPLAY NETWORK**

- a·Display Network and its Reach
- b·Targeting Options
- c·Display Network Follows Campaign Settings
- d·Contextual Targeting
- e·Placement Targeting
- f· Audience Targeting
- g·Layer Targeting
- h·Ad Formats
- i· Ad Creation



**1.5**  
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**3.5**  
HRS

# 05

## CHAPTER

### **REACHING TARGET AUDIENCES**

- a·Who Is the Audience
- b·Remarketing: Conversion Rate Analysis
- c·Customer Touch Points
- d·User Behavior Studies
- e·Remarketing for Display Ads
- f· Remarketing Lists for Search Ads
- g·Customer Match
- h·Reaching New Audience
- i· Segmenting Audience
- j· Email Segmentation
- k·How PPC Affects GDPR
- l· Data Segmentation



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**3.5**  
HRS

# 06

## CHAPTER

### **THE BUYING FUNNEL**

- a·Stages of the Buying Funnel
- b·Advantages of Using the Buying Funnel
- c·Buying Funnel for Inexpensive Products
- d·B2B Buying Funnel
- e·Targeting Users
- f· Search Keywords Throughout the Buying Funnel
- g·Importance of Information in the Purchase Journey
- h·Ads Throughout the Buying Funnel
- i· Landing Pages Throughout the Buying Funnel
- j· Channels to Leverage Throughout the Buying Funnel



**1.5**  
HRS



**3.5**  
HRS

# 07

## CHAPTER

### **SETTING AND MEASURING MARKETING GOALS**

- a·Setting and Measuring Marketing Goals
- b·Third-Party Tools
- c·Numbers to Obsess Over
- d·Making Data-Driven Decision
- e·Bid Methods
- f· Bid Options
- g·The PPC Auction
- h·Types of Auctions
- i· Automated Bidding



**1.5**  
HRS



**04**  
HRS

- j· Manual Bidding
- k· Bid Modifiers
- l· Bidding to Goals
- m· Customer Journey and Attribution Management
- n· Attribution Models

# 08

## CHAPTER

### HOW PPC FITS INTO THE DIGITAL STRATEGY

- a· PPC and Other Marketing Channels: Customer Acquisition
- b· PPC and Email
- c· PPC and SEO
- d· PPC and Social Marketing
- e· PPC and Conversion Optimization
- f· PPC and Analytics
- g· PPC and Branding
- h· PPC Management in Various Business Types
- i· Account Audits
- j· Increasing Visibility
- k· The Quick Organization Audit
- l· Digging for Outliers
- m· Future of PPC with Big Data and Machine Learning
- n· Future of PPC

  
**2.5**  
HRS

  
**4.5**  
HRS

# 09

## CHAPTER

### REPORTING AND TRACKING

- a·Reporting and Tracking
- b·Conversion Tracking Mechanisms
- c·UTM Parameters
- d·UTM Parameters
- e·Different Types of Reports

  
**01**  
HRS

  
**1.5**  
HRS



Placement Assistance

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Practical Sessions

**90%**

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Corporate Placements

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**AUTHORIZED INTERNATIONAL**

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