

# SEM & PPC Essentials

## Course Type

Online Certification

## Course Duration

20-30 hours (over a three month period)

Content provided by

**MarketMotive**

## Overview

From keyword research to ad copy to formula-based bidding strategies, Pay-Per-Click (PPC) remains one of the more complex disciplines in web marketing today. Our comprehensive course will provide you the solid foundation you need in basic PPC principles with hands-on, step-by-step instruction on how to build your first campaign. In addition, you'll get the advanced tools and strategies you need to continue growing for the duration of your paid search career.

## Topics

- Structure your PPC account
- Understand content networks
- Keyword matching options
- Explore bidding fundamentals
- Discover advanced economic PPC formulas
- Audit existing PPC campaigns

## Key Takeaways

- Learn to write effective ad copy and get noticed
- Discover ways to optimize your landing pages
- Gain superior knowledge of customer psychology

## Course Outline

- Building your keyword list
- Writing effective ad copy
- Structuring your PPC account
- Content networks
- Bidding fundamentals
- Keyword matching options
- Landing page optimization
- Advanced economic PPC formulas
- Auditing existing PPC campaigns

## Registration Rates

DMA member \$1,399  
Non-member \$1,699

## Instructors

### **Bryan Eisenberg**

Bryan is recognized worldwide as a leading expert on online marketing, conversion and marketing analytics. One of the co-founders and CPO (Chief Persuasion Officer) of Future Now, Inc., Bryan has been helping companies realize that to maximize results it is essential to incorporate expert persuasion techniques and a deep understanding of customer behavior into all marketing efforts.

### **Mary Kingsley Huffman**

Mary is a founding Partner and Executive Vice President at Ionic Media, a “thought-leading, multi-channel media optimization agency.” She speaks regularly on the topics of landing page development and testing, B2B marketing and conversion improvement, and is the former Director of Marketing at Overture.

### **Alan Rimm-Kaufmann**

Alan is the founder of the Rimm-Kaufman Group, a leading paid search agency that was named one of the Top 500 Fastest Growing Private Companies in America in 2008 by *Inc. Magazine*.

