



**Effective Digital Marketing Training**

Would you like more visitors to your website?  
Do you want to convert more visitors to sales leads?  
**Attend our digital training workshop and learn how**



Digital marketing is a powerful tool within your marketing armoury but are you doing it effectively? Is the digital agency you're paying for, and relying on, providing a positive return on your investment?

Our one day course will teach you how to implement effective strategies that will drive more traffic to your website and show you how you can convert this traffic into sales leads. We can help you grow your business. Do you want our help? [Click Here to book tickets.](#)

#### Introduction

We are over-reliant on web searches to help us find what we need. Being top of the search rankings is important and this full day digital training, teaches everything you need to know about natural search engine optimisation (SEO) and Pay Per Click (PPC) advertising, showing you how to boost your rankings and increase the quantity and quality of visitors to your website.

#### Client Quote – Owner of a building supply company

*"I used a London agency that promised the earth but failed to deliver. These guys helped me understand what was going wrong and how to correct it. The results were amazing. I'm so pleased I took the time to understand SEO and PPC. I fully recommend this digital marketing training it has certainly helped my business grow."*

#### Who should attend?

This workshop is aimed at anyone seeking to understand how to grow their business through a digital channel such as Google or Bing, and need to plan the tactics of SEO and PPC to deliver success.

#### Why attend - benefits of this digital marketing training

Upon completion of this course, you will be able to:

1. Refine your strategy to turn more website visitors into leads
2. Evaluate and analyse your key search terms to improve your copy
3. Understand what defines effective PPC and be able to manage and implement it
4. Use powerful tools giving a competitive advantage

For more information email us at [training@creative-thoughts.co.uk](mailto:training@creative-thoughts.co.uk)

[www.creative-thoughts.co.uk](http://www.creative-thoughts.co.uk)

**What will you learn?**

A PPC strategy that works!

1. What type of campaign will suit your needs
2. Understanding Adrank (cpc x quality score)
3. The structure of an Adgroup, how to set up adverts, keywords and extensions for maximum results
4. Selecting the right bidding strategy, including effective use of automated cost per acquisition and ROI strategies. Be aware of the pitfalls
5. Integrating your PPC with offline campaigns
6. Identifying and dealing with click-fraud
7. Search, dynamic search – direct response

**Tracking and analysis**

1. The benefits of using industry leading tools
2. Analysing the competitor landscape
3. Analysing data and understanding latent sales
4. Optimising search terms sets



**Workshop details**

The workshop starts at 9.30am and finishes at approximately 5.30pm.

Included in the price along with the superb digital marketing content, is morning drinks, afternoon refreshments and lunch. Each delegate will receive a handout pack to help you take the information back to your place and work to start making your digital marketing more effective.

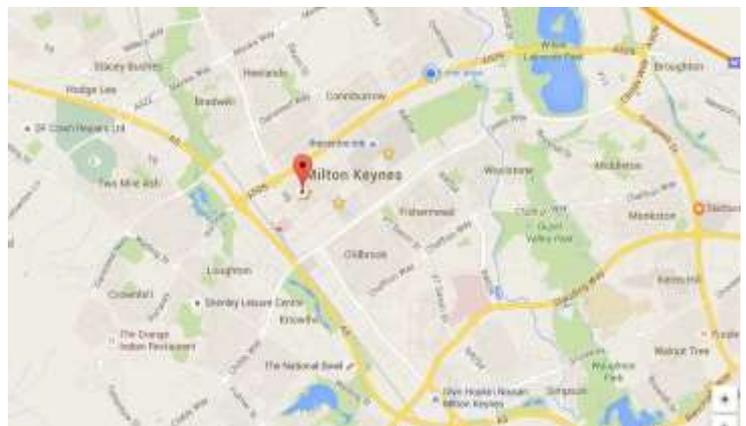
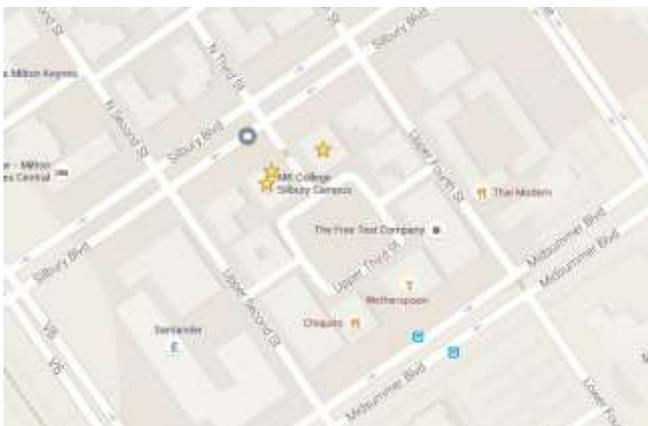
To book visit our Eventbrite page <https://digital-marketing-training-mk.eventbrite.co.uk>

Or for group discounts email us at [training@creative-thoughts.co.uk](mailto:training@creative-thoughts.co.uk)

The venue is:

**Milton Keynes College**  
**200 Silbury Boulevard**  
**Central Milton Keynes**  
**MK9 1LT**

[Click here to book](https://digital-marketing-training-mk.eventbrite.co.uk)



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