

DEVELOP YOUR SEARCH ENGINE ADVERTISING SKILLS.
OUR PRACTICAL & QUICK TRAINING ALLOWS YOU TO TAKE CONTROL OF
SEARCH ENGINE ADVERTISING TOOLS

What does our DigiCamp SEA offer ?

- Hands-on training in 4 ½ days to understand & use search engine advertising.
- Small groups of participants to maximize interaction with our trainer.
- Key principles to define your strategy and objectives, set up your account, manage your campaigns and optimize your budget.
- Discover the possibilities offered by the Google Ads and Bing Ads platforms



6 reasons to take our training



- Understand the mechanics of search engine advertising through didactic courses and practical exercises
- Familiarize yourself with the Google Ads and Bing Ads platforms and their best practices
- Develop the right reflexes for an efficient SEA activity and maximize your return on advertising investment
- Master the fundamentals of creating and setting up your SEA account
- Optimize your campaigns & maximize your return on investment
- Analyze the performances of your campaigns and reach your objectives
- Get your Search Engine Advertising certification at the end of DigiCamp!

Who is our training for?

Our training is intended for **all** those who want to enrich their **knowledge** in search engine advertising.

Whatever your **level** and your **need** to improve your skills, we **encourage the exchange of experience** among participants to answer **questions and problems** of each.

Here are some **examples** of the **profiles** we regularly **train**:

- **Marketing or communication manager** of a small or large company, e-commerce site,...
- **Digital marketing strategist** who needs to deepen his operational **knowledge** of search engines.
- **Junior/medior SEA expert** needing to **develop his technical & strategic skills**.



The detailed training programme

A training in **4 units**, exploring the **opportunities & elements** to take into account to **build** your search engine advertising **strategy**.

Unit 1

FUNDAMENTALS & PRINCIPLES

- The SEM market in **Belgium**
- The different search engines
- How a search engine works
- **SEO & SEA**: limits & synergies
- Advertising programs

Unit 2

CONFIGURATION

- Networks, Locations, Formats
- **Account structure**
- Google Ads/ Bing Ads interface
- Targeting, keyword strategy, **audiences**
- Smart Bidding
- **Conversion tracking**

Unit 3

STANDARD OPTIMIZATIONS

- **Best practices**
- **KPIS Analysis**
- Troubleshooting
- Scripts & Alerts

Unit 4

REPORTING

- Standard VS custom reports
- Present your recommendations
- **Analyze your results**
- **Formulate recommendations**
- **Presenting reports**
- **Create dashboarding**

An experienced trainer

Jean-Francis Gothuey has more than 14 years of experience in digital marketing. These 14 years of experience include also includes 11 years of experience in search engine marketing, both in SEA (advertising) and in SEO (organic).

He has managed several teams during his time in media/digital agencies and and has coached over 60 digital talents across Europe. Europe.



Son profil 

  Jean-Francis masters both the strategy and the technique on the main search engines used in digital marketing.

Our 3 next Social Media DigiCamps

September
2022

Nov-Dec.
2022

February
2023

- **Format: 4 sessions of 3 hours**
- **Location: In our Brussels centre / Online**
- **Language: Sessions given in FR or EN**

Contact & Inscription

You can **register** or ask **questions** via the form on our **website** or by contacting us via our **contact details** below:



Téléphone : 0495/35.35.39

E-mail : hello@d-asset.be

www.d-asset.be

