



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Ru.

With his BSc. In Psychology & MSc. in Marketing, he knows a thing or two about consumer behaviour and loves applying this theory across some of our most technical accounts.

## Typical Training Content

A top-level overview of Paid Search, different formats, and why it's important. Understand how to reach your users more effectively and efficiently.

- ▲ Why Use Paid Search?
  - ▲ An introduction into the evolution of the search landscape and how advertisers can reach highly engaged users.
- ▲ How Does It Work?
  - ▲ A deep-dive into the auction mechanics of search ranking, keyword targeting, match types and formats.
- ▲ The Future of Search
  - ▲ Learn about the future opportunities of paid search, including personalisation, voice search and pre-emptive search.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

