



## 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 Amy.

She understands that tailored, relatable examples can enhance learning; and uses her own experiences managing Paid Search accounts (large and small) to do just that in her training sessions.

## Typical Training Content

Understand the Google Merchant Centre, your feed, and the best way to structure your new shopping campaigns for optimum performance and efficiency.

- ▲ What is Shopping?
  - ▲ Introduction to the various shopping formats & extensions.
- ▲ Campaign Creation
  - ▲ Be guided through the creation of your own shopping campaign in the interface.
- ▲ Feeds & The Google Merchant Centre
  - ▲ Learn the basics of what a feed is, what makes a successful feed and where it is stored.
- ▲ Ad Group & Product Group Structures
  - ▲ Understand the hierarchy within the Shopping structure.
- ▲ Advanced Structures
  - ▲ Learn how to improve your structure to align with business goals, using labels & negative keyword tiering.
- ▲ Optimisation
  - ▲ Grow your awareness on shopping-specific columns and KPIs, bid strategy options and Audience-use in shopping.

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.

