



## 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

Find out why YouTube Advertising is right for your business. Learn how to plan and set up your campaign within the Google Ads interface, including guidelines on developing the most effective creatives, and how to measure the success of your activity.

- ▲ Why Use YouTube?
  - ▲ An introduction to the benefits of using YouTube and how to align your business goals with the appropriate formats and targeting.
- ▲ Creative Formats
  - ▲ Learn about the available formats and their functionality
  - ▲ Use best practice guidelines to develop effective creative.
- ▲ Setup & Management
  - ▲ Learn how to create your YouTube campaign in the Google Ads interface.
  - ▲ Review performance and manage your activity for the best results.
- ▲ Measuring Success
  - ▲ Understand reporting capabilities, including brand lift surveys to prove the impact of your campaigns.

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.

