



Webinar – Introduction to Google AdWords

This webinar is the latest in the Instil – *Engaging bright minds* online marketing series, taking a deep dive into Google AdWords.

AdWords is designed for businesses to run ads on Google and its advertising network. Based largely on ‘keywords’, AdWords allows you to set advertising budgets where you pay only for people who click on your ads. Organisations using AdWords campaigns can choose from a number of matching options including *broad match* (showing ads based on keyword searches), *negative match* (blocks ads based on specific words); *phrase match* (matches based on exact phrases); and *exact match* – as the term suggests.

Organisations that use AdWords can create specific and relevant advertising content by using keywords people conducting Google searches might use – *e.g. best home loan rate, etc.* When searched for the keywords trigger your ad to be shown. If your AdWords ad is clicked on, Google search users are then directed to your business website. *Source: www.webopedia.com*

What you will walk away with?

- *How to create and run an AdWords campaign*
- *How to use retargeting in AdWords*
- *How to choose the right keywords for the financial industry*
- *How to create an ad that is high quality and low cost*
- *A look at both search and display ads*



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Who is this for?

- Primarily marketers who want to learn more about Google AdWords, but also for anyone whose job it is to communicate with customers or grow an organisation online.
- Digital Marketers who may be an expert in one area of digital, but want to broaden their knowledge into other areas.
- Those who new to the marketing role, or who have up until now focused on traditional marketing but have been tasked with finding out how to online advertising techniques.
- Anyone who thinks their organisation needs to be online!

On registration, you will receive a confirmation email with instructions on how to join the webinar.

Date: Tuesday 11 July 2017

Time: 11:00am – 12:00pm AEST

Cost: \$110.00 incl. of GST



Image source: www.bing.com.au



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Our presenter – Russell Allert



Russell has been working with digital marketing for over 6 years and has been in the financial industry for over 10 years.

He has helped move Queenslanders Credit Union into the digital era, spearheading projects such as building a mobile-friendly website, using social media to build a community, using digital advertising to increase sales, and developing content which informs and educates.

This has helped the credit union gain new customers (with particular growth in the Gen Y segment), win awards, and compete with much larger banks, including Big 4.

Russell has been asked to speak at COBA on several occasions, the latest being at their 2015 Annual Conference in Darwin. He has also travelled to the USA to present at a WOCCU summit on how to attract Gen Y and Millennials to Mutuals.

In addition to this, he has his own business helping small business owners grow their business online. He is passionate about digital transformation within organisations and believes all organisations need to make the change to stay relevant.