

# Leveraging Google Adwords for Small Businesses

**IBS<sup>®</sup>**  
ICFAI BUSINESS SCHOOL  
B A N G A L O R E

**12<sup>th</sup>, 13<sup>th</sup> March 2020**

 **ICFAI Business School**  
231, Mysore Rd, Babasabarapalya,  
Near Checkpost, Kengeri,  
Bengaluru, Karnataka 560060

The digital journey for an individual today, begins with **Google Search**. With a search share of about 97% in India, Google search has emerged as the face of internet. This insight is very advantageous as consumer journey that originates from Google Search can indeed transform into a valuable sale. Business that effectively create a 'pull' at this stage benefit from an added advantage of offering ahead of others. Additionally businesses have an opportunity to convert a lead and steer the customers through the entire journey of making a purchase.

This two day workshop would cover the fundamentals of Google search (Google Adwords), the mechanics of Adwords and a practical hands-on to setting up and running a Google Adwords campaign.

## **OBJECTIVES**

- To empower small entrepreneurs in setting up their own Adwords campaigns
- To give an insider knowledge of Search Advertising

## **TARGET AUDIENCE**

- Start-up founders
- New entrepreneurs
- Marketers interested in digital media
- Academicians interested to introduce Google Adwords as a module for learning

## **DISCUSSION THEMES**

- Leveraging Google search for business advantage
- Setting-up a Google Adwords Account
- Understanding goals of your business to design campaign in Google Adwords
- Keyword search and targeting
- Understanding bid pricing for keywords
- Decoding the meaning of CPM, CPC, CPA and CPL
- Writing effective Ads for Google Adwords
- Understanding reports and drawing insights

## **MANDATORY REQUIRMENTS**

The two day workshop requires each of the participant to set a business context. So, participants are requested to make a note of their business goals that can be effectively executed through Google Adwords.

## IBS BANGALORE

Set in India's IT hub, a city that has lent itself to a verb in the English language, IBS Bengaluru brings together the finest faculty and students together in a great learning environment.

The spacious campus is situated on Mysore Road well connected from all parts of the city and easily accessible from the Nice Road. Equipped with the state-of-the-art infrastructure, IBS Bengaluru is situated amidst beautiful greenery that creates an excellent ambience. It has a well-stocked library with 26,000 books and 3,000 educational CDs. The campus has the latest IT infrastructure and Wi-Fi connectivity across the campus. The team of experienced and well qualified faculty members drawn from both the academia and industry are engaged in research and conducting training programs for practicing managers.

## ABOUT RESOURCE PERSON



**Prof. Bharathi S Gopal**  
MBA, M.Phil., [Ph.D.]

Prof. Bharathi is a faculty member in Marketing with 19 years of experience in academics. She has taught courses such as Consumer Behaviour, Advertising, Digital Marketing and Strategic Marketing Management. She has also written a few articles published in edited books, newspapers and also academic journals. However, her strengths are in the case study pedagogy. She has developed about 103 case studies available at The Case Centre, UK. She has also used the case study pedagogy in her courses extensively. She has conducted several training programs for academicians on case study teaching and writing. Prof. Bharathi was one of the nominees for the Best Case Teacher Award conferred by The Case Centre.

She was an invited faculty by VIVES University, Kortrijk, Belgium and European Erasmus Exchange to the University of Manchester Metropolitan, UK. Prof. Bharathi has also conducted training sessions for corporates and undertaken consulting projects for start-ups.

## REGISTRATION FEE

### For Individual participation:

Rs. 3,540/- (Inclusive of GST)  
per Participant

### For Group participation:

*(more than 2 participants)*

Rs. 2,950/- + (Inclusive of GST)  
per Participant

### NEFT Details (for online transfer)

Kotak Mahindra Bank

Name: ICFAI BUSINESS SCHOOL BENGALURU

A/c No: 8011889041

RTGS/NEFT IFSC Code: KKBK0000445

Branch: BIDADI Branch

## TERMS AND CONDITIONS

- Last date for registration and payment is 5<sup>th</sup> MARCH, 2020.
- No Refund or cancellations is entertained.
- Fee includes program kit, training material, lunch & refreshments for 2 days.
- Registration details can be filled at following Google form  
<https://docs.google.com/forms/d/e/1FAIpQLSewaebFyv6kKdv9MQadkNBxA0r-s7QNfBcHSIcArKNvz5v4Cw/viewform?vc=0&c=0&w=1>
- The filled in registration form should be e-mailed within 2 working days of making payment to the coordinator.
- Seats are limited to 30. Registration confirmation on First-Cum-First-Served basis.

## WORKSHOP LOCATION:

IBS BANGALORE

# 231, SH-17, Bangalore Mysore Road, Kengeri  
Bangalore - 560060, Karnataka, INDIA.

Website: [www.ibsindia.org](http://www.ibsindia.org),

Email: [ibsbng@ibsindia.org](mailto:ibsbng@ibsindia.org)

Tel: +91 80 6622 2222

## FOR MORE DETAILS CONTACT:

MDP Coordinator: Dr. Arunabala

Phone: 9591561983

Email: [aruna.b@ibsindia.org](mailto:aruna.b@ibsindia.org)