

Digital marketing bootcamp: PPC, social advertising and display

Pay Per Click: Advertising on the AdWords or Bing platforms is one of the first steps most marketers take in digital advertising. This session will provide you with the understanding and technical know-how to deliver successful campaigns driving ROI. The session will cover:

- What is PPC and how does it work
- What it is, and isn't suitable for
- How to set up, track and optimise campaigns
- Cutting edge features you can be taking advantage to maximise ROI

Social advertising and display: As the fastest growing area of digital advertising, it's critical that today's digital marketers understand the landscape of social advertising across a range of networks. As marketers are looking for measurable results and ROI, display advertising provides the alternative to traditional channels such as print. The session will cover:

- The social advertising landscape across Facebook, Twitter, LinkedIn and beyond
- Practical tips to get you started and show you how you can be harnessing this exciting channel
- How display advertising can introduce your company into new customers
- How to ensure you have an effective advertising strategy

Agenda

- 09:30 Registration and refreshments
10:00 PPC: Ian Miller
12:30 Lunch
13:30 Social Advertising and Display: Eduardo Carvalho
16:00 Finish

Trainers



Ian Miller: Formerly the agency's Search Director, Ian is now CEO at Crafted, a leading digital marketing agency based in the east of England. With a background in publishing, Ian came to Search Marketing over several years ago by bringing print publications online and driving relevant traffic to them through search and social media.

Leading the search team at Crafted, he has worked across a competitive range of both B2B and B2C industries, helping clients increase their online visibility and converting visitors into revenue.



Eduardo Carvalho: Eduardo's experience spans 7 years, during which time he has worked both agency and client side across several highly competitive verticals including travel, finance, retail and the entertainment sector.

Now based at Itineris, a full service digital agency based in South East England, he works within the digital performance team who specialise in Paid, Organic, Analytics & CRO.