



**DIGITAL ACADEMY**  
BY ADVERTWISE

## ონლაინ მარკეტინგი

(*Google Adwords, Google Analytics, Facebook Ads*)

ტრენერები: თამარ ანდლულაძე, მერაბ გოცირიძე, ნიკა გაბუნია

შეხვედრის ხანძლივობა: 1,5 საათი (სულ: 27 საათი, 6 კვირა)

შეხვედრა 1	<b>Introduction to Online Marketing</b> <ul style="list-style-type: none"><li>• Search Engine Marketing</li><li>• Search Engine Optimization</li><li>• Social Media Marketing</li><li>• Affiliate Marketing</li><li>• Email Marketing</li><li>• Why use Google AdWords?</li><li>• Benefits of Facebook Ads</li><li>• Advertising Strategies</li></ul>
შეხვედრა 2	<b>Introduction to Google AdWords</b> <ul style="list-style-type: none"><li>• Account Creation</li><li>• Billing Types</li><li>• AdWords Interface</li><li>• Basic AdWords Terminology</li><li>• Recent updates in AdWords</li><li>• Account structure in AdWords</li><li>• Limits in AdWords</li><li>• UTM Tags</li></ul>
შეხვედრა 3	<b>Understanding AdWords Bidding</b> <ul style="list-style-type: none"><li>• AdWords Auction</li><li>• What is Ad Rank</li><li>• What is Quality Score</li><li>• Factors affecting QS</li></ul>

	<ul style="list-style-type: none"> <li>•Actual CPC</li> <li>•Relation between QS and CPC</li> <li>•Types of Bidding</li> <li>•Bidding strategies</li> </ul> <p><b>AdWords Tools</b></p> <ul style="list-style-type: none"> <li>•Opportunities</li> <li>•Change History</li> <li>•Keyword Planner</li> <li>•Display Planner</li> <li>•Account Access Levels</li> </ul>
შეხვედრა 4	<p><b>Search Campaign Setup</b></p> <ul style="list-style-type: none"> <li>•Set up Search Campaign parameters</li> <li>•Set up AdGroup and Search ads</li> <li>•Keyword Match types</li> <li>•Broad Match</li> <li>•Exact Match</li> <li>•Phrase match</li> <li>•Broad Match Modifier</li> <li>•Negative Match</li> <li>•Keyword Planner</li> <li>•Keyword Research Process</li> </ul>
შეხვედრა 5	
შეხვედრა 6	<p><b>Ad Extensions</b></p> <ul style="list-style-type: none"> <li>•Location</li> <li>•Site links</li> <li>•Call</li> <li>•App</li> <li>•Reviews</li> <li>•Callout Extensions</li> </ul>
შეხვედრა 7	<p><b>Google Analytics In-depth</b></p> <ul style="list-style-type: none"> <li>•Why use Analytics</li> <li>•Tools for website analytics</li> <li>•Installing Google Analytics</li> <li>•Google Tag Manager</li> <li>•Dashboard Reporting</li> <li>•Adwords Reporting</li> </ul>

	<ul style="list-style-type: none"> <li>• Social Media Reporting</li> <li>• Audience Reporting</li> <li>• Acquisition Reporting</li> <li>• Behavior Reporting</li> </ul>
შეხვედრა 8	<b>Conversion Tracking</b> <ul style="list-style-type: none"> <li>• What is Conversion</li> <li>• Types of Conversions</li> <li>• Implementing Conversion Tracking</li> <li>• Conversion Reports</li> <li>• Practical Case Study</li> <li>• ROI Calculation</li> </ul>
შეხვედრა 9	<b>Google Analytics</b> <ul style="list-style-type: none"> <li>• Conversion Tracking and Reporting</li> <li>• Segmentation</li> <li>• Multi Dimension Reporting</li> <li>• Assisted Conversions</li> <li>• Multi-Channel Funnel</li> </ul>
შეხვედრა 10	<b>Display Ads / Mobile Marketing</b> <ul style="list-style-type: none"> <li>• Setting a Display Network Campaign</li> <li>• Concept of CPM and Branding</li> <li>• Types of Targeting               <ul style="list-style-type: none"> <li>• Keyword Based</li> <li>• Interest</li> <li>• Topics</li> <li>• Placements Targeting</li> <li>• Demographics</li> </ul> </li> <li>• Ad Formats for Display Network</li> <li>• Display Planner Tool</li> </ul>
შეხვედრა 11	
შეხვედრა 12	<b>Remarketing</b> <ul style="list-style-type: none"> <li>• Display remarketing</li> <li>• Search remarketing</li> <li>• Product based remarketing</li> <li>• Remarketing settings</li> <li>• Remarketing list setup</li> <li>• Video remarketing</li> </ul>

შეხვედრა 13	<b>Video Marketing</b> <ul style="list-style-type: none"> <li>• Importance of Video Marketing</li> <li>• Setting a Video Campaign</li> <li>• YouTube Targeting Methods</li> <li>• Bidding Types</li> <li>• Type of YouTube Ads</li> <li>• Reporting and Analysis</li> </ul>
შეხვედრა 14	<b>Universal App Campaign</b> <ul style="list-style-type: none"> <li>• Universal App campaign ad formats.</li> <li>• Setting a Universal App Campaign</li> <li>• Targeting Methods</li> <li>• Bidding Types</li> <li>• Reporting and Analysis</li> </ul>
შეხვედრა 15	<b>Facebook Business Manager</b> <ul style="list-style-type: none"> <li>• Create Business manager</li> <li>• Billing &amp; Payments Settings</li> <li>• Ad Account linking</li> <li>• Page linking</li> <li>• User Management</li> <li>• Facebook Pixel</li> <li>• Custom Conversions</li> <li>• Partnership</li> <li>• Notification management</li> </ul>
შეხვედრა 16	<b>Facebook Ads management</b> <ul style="list-style-type: none"> <li>• Create Remarketing Audiences</li> <li>• Understanding of Campaign objectives</li> <li>• Campaign settings parameters</li> <li>• Traffic Campaign setup</li> <li>• Conversion Campaign setup</li> <li>• Remarketing Campaign Setup</li> <li>• Video Campaign Setup</li> <li>• Facebook Analytics</li> </ul>
შეხვედრა 17	

შეხვედრა 18	<b>Final Exam</b>
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