



DIGITAL ACADEMY
BY ADVERTWISE

ონლაინ მარკეტინგი

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

ტრენინგი: თამარ ანდლულაძე, მერაბ გოცირიძე, ნიკა გაბუნია

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

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

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

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

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

შეხვედრა 18

Final Exam