



# GOOGLE GDN & VIDEO ADS

## Course overview

Google has a huge network to display to ad on websites and every marketer should consider using this to market for his/her product. Your client is out there reading an article about the latest Yoga techniques on a famous sports website. Isn't it an opportunity to sell him/her your unique Yoga mattress?

Do you want to market for your service or product during your target audience is watching a video on YouTube? Definitely everyone wants to use the passion of people for watching videos on YouTube and have their ads run during the target audience is watching his/her video.

This course teaches you how to be able to reach your audience and market for your services or products using Google Display Network and Video Campaigns.

## What will you learn?

**By the end of this course you will be able to do the following:**

- Understand the main applications of Google Display Network and video campaigns
- Learn the rules of Google Display Network and video campaigns design, targeting, budgeting and bidding
- Set and run Google Display Network and Video campaigns
- Optimization of a Google Display Network and Video Campaigns

**12** Total Course  
**HOURS**  
**3 DAYS (4 hrs each)**





## Course Outline:

### Google Ads Landscape:

- Understand Essentials of Google Ads
- Understand Google Ads Campaign Types

### Create GDN Ad Campaign

- Understand Essentials of GDN Campaign
- Understand How to Setup and Implement GDN Campaigns
- Understand Targeting in GDN Campaign
- Understand GDN Campaign Parameters

### Manage GDN Ad Campaign

- Understand bidding in Google Ads and Ranking technique
- Understand Quality score and Ad rank.
- Understand Advanced Bidding Options (CPA, ROAS, etc.)
- Understand How to Optimize your Campaign

### Create YouTube Ad Campaign

- Understand Essentials of Video Campaign

### Types of YouTube ads (In Stream, Bumper, Discovery, Math Head)

- Understand and Implement How to Setup Video Campaign
- Set up Video Ad Campaign

### Targeting in Video Campaign

- Understand Video Campaign Parameters

### Preparation for Google Ads Certification

- Preparation for Google Display Network Ads Exam
- Preparation for Google Video Ads Exam