

DESIGNED TO HELP ORGANIZATIONS **THRIVE.**



The training program that will teach you how to launch a marketing campaign in the morning and get results the same day.



The “Search Ads For Success” training program teaches organizations how to make Google Ads really work without wasting time and your marketing budget.

DESIGNED TO HELP ORGANIZATIONS THRIVE.

WHAT IS DIGITAL MARKETING AUTOMATION?

Digital Marketing Automation: Turning your Offline lead generation approach into an Online automated lead generation funnel, by taking advantage of and incorporating today's digital marketing technology.

HOW DOES IT WORK?

In order for digital automated marketing to work, we need to have several key components integrated and working together. It's a bit like a jigsaw puzzle, in that, if we leave out one piece, or don't set each piece up properly, it affects the whole system and will negatively impact the results. The first component is as crucial to the success of the system as the last component. However, once everything is properly in place, automated marketing can become a lead generation engine that runs by itself, which can be simply turned on or off as needed.



GOOGLE ADS TRAINING PROGRAM

Through weekly webinars, supporting reference materials and weekly mentoring phone calls, this program will teach you how to set up a successful digital automated marketing system for your organization, using Google Ads.

WEEK BY WEEK...

Each week you'll create the components needed for effective digital marketing automation. By the end of the program your system will be in place and ready for launch!

DESIGNED TO HELP ORGANIZATIONS THRIVE.

GOOGLE ADS A FIRM FOUNDATION



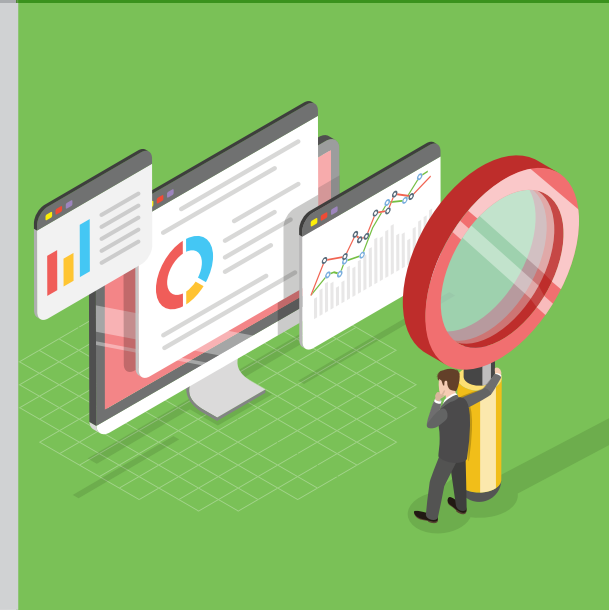
Before we start driving traffic to our website, we need to make sure that we have all the right pieces in place to make Google Ads really work. These components are often overlooked but are in fact crucial, and in most cases, people get this part wrong! We'll show you how to set up a firm foundation for your Google Ads success!

GOOGLE ADS JUMP START CAMPAIGN



Get ready to jump into Google Ads! We'll create a "Quick Start" campaign to get you going fast! This basic simple formula will make sure your campaign is set up properly from the start, to get results quickly without wasting time & money.

GOOGLE ADS OPTIMIZATION



With a simple campaign in place, we'll start optimizing your account to improved results, based on the early data. With results coming in, we'll need to adjust settings, bidding, keywords, extensions & more. These early optimization techniques will expand on what we started to get our campaign ready for the next level.

DESIGNED TO HELP ORGANIZATIONS THRIVE.

GOOGLE ADS FULL CAMPAIGN SET UP



Now it's time to create a full robust campaign. You'll be learning how to expand upon the "Quick Start" campaign that you set up earlier, and create a full campaign with multiple Ad Groups, Targeted Ads, and Researched Keywords. Using powerful tools, you'll be expanding your campaign with resources that will save you time and launch your campaign into the next level!

GOOGLE ADS ADVANCED OPTIMIZATION



With your robust campaign now in place it's time to move into advanced campaign optimization. You'll learn how to get the most out of your Google Ads account. It's all about conversions, tracking results and acting on data. We'll be using your results to make adjustments in real time, all focused on increasing conversions while decreasing your cost per conversion.

GOOGLE ADS REMARKETING



You've probably experienced visiting a website and then after leaving the site, it seems like you're seeing the brand everywhere online. That's Google Ads remarketing. Sometimes when a person first visits your website they're still in research mode. We'll show you how to use Google Ads Remarketing to stay top of mind and bring them back to your site to convert on their second visit.

THE LIFEBLOOD OF EVERY NON-PROFIT

Google Ad Grants

Promote Events



Get Volunteers



Get Donations



Shopping



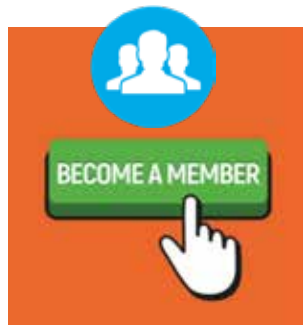
Awareness



Tell Your Story



Memberships



Certification



News



Fundraising



THE LIFEBLOOD OF EVERY NON-PROFIT

SEARCH ADS FOR SUCCESS (SAFS) TRAINING PROGRAM...



WHAT YOU'LL LEARN...

The SAFS Google AdWords training program teaches how to set up, manage and optimize Google Ads Search Campaigns for your organization. With a Google Grant for Not-For-Profits, you'll be accessing one of the most powerful online marketing platforms available today.

However, this platform can be overwhelming and Google expects you to manage your grant in a certain way to keep your Google Grant in good standing. With this training you'll learn what you need to know to make your Google Grant perform, meet your organization's objectives, and keep your Grant compliant with Google's requirements.

THE LIFEBLOOD OF EVERY NON-PROFIT

APPLYING FOR YOUR GOOGLE GRANT



SETTING UP YOUR GOOGLE GRANT



OPTIMIZE GOOGLE GRANTS FOR SUCCESS



The Google Grant is available through the Google Non-profits program, and It's only offered to Not-For-Profits and Charities. There are several steps involved in the process of applying for a Google Grant and getting your organization approved. The SAFS training program provides everything you'll need to know to apply for and get a Google Grant for your organization.

Setting up your Google Grant campaign requires a different approach from regular Google Ads campaign set up. Unique campaign strategies and specific settings are needed to ensure that your account will comply with the Google Grant rules. The SAFS Program will show you how to set up your Google Grant campaigns the right way to keep your grant in good standing.

Optimizing your Google Grant campaign also requires a different approach from regular Google Ads campaign optimization. Specific metrics and standards need to be maintained in order to keep your Google Grant in good standing. With the SAFS program you'll learn not only how to keep your Grant in good standing, but also how to optimize your campaigns for success!

\$10,000/Month FREE For Not-For-Profits To Promote Their Organization With A Google Ad Grant.

CLICK VIDEO TO REGISTER & ACCESS FREE TRAINING



WHAT CAN A GOOGLE GRANT DO FOR YOU?



\$10,000/Month of Free Advertising On Google

Yes \$10,000 per month is correct ... Every day Google will add \$329 into your account to promote your organization.



There's No Better Way!

People are searching every day on Google for organizations like yours ... "THERE IS NO BETTER WAY" to get online exposure that using your Google Grant.



Get Results For Your Cause

Every NFP has different needs to survive ... You may need donations, more awareness, volunteers, increased event attendees or more members to name a few, a Google Grant will help you get those results you need.



Show Up At The Right Time

The magic of a Google Grant is that your Ad shows up at the top of the search results page when a person is looking for your programs or services... Your ad shows when people are looking!



Simple Steps Toward Online Success

Your Google Grant is the first step toward expanding your NFP's online presence... Times are changing and now may be the perfect time to integrate a resource like a Google Grant.



It's The Only Online Platform You'll Need

Google Grants is the only online marketing platform that you'll need ... Take advantage of the Google Grant to quickly and successfully promote your NFP or charity online.

SEARCH ADS FOR SUCCESS TRAINING PROGRAM

ADVANCED

\$3495_{CDN}

Scheduled SAFS Training
With Coaching

- ✓ Personal Training Dashboard
- ✓ Scheduled Weekly Webinars
- ✓ Ongoing Access Webinar Replays
- ✓ Interactive Supporting Tools
- ✓ Sample Reference Materials
- ✓ Certificate of Completion
- ✓ Weekly One on One Training Calls
- ✓ Final Campaign Set up Review

Applicable Taxes Are Not Included In This Price

**GRANT FOR
CANADIANS !!!**



Canadians Up To 100% Free!!! This Google Ads Training Program can qualify for a Canadian skills training grant that will pay up to 100% of the cost of training, while funding is available. **Contact ProClick to find out more about applying for this grant!**

info@proclickmarketing.com