



CW • MARKETING
Your Outsourced Marketing Partner

**YOU'RE INVITED TO OUR
FREE SEMINAR ON
PAID ONLINE
ADVERTISING**



Thursday 9th November 4:30pm - 6pm
The Bridge House Hotel, 2 Ringwood Rd, Ferndown, BH22 9AN

EVOLVE YOUR MARKETING

INTRODUCTION TO SUCCESSFUL PAID ONLINE ADVERTISING

Do you want to learn more about the different online advertising channels and how they can be used to reach your target audience in a cost effective way?

If so, you should attend our event!

Topics covered will include:

Adwords / PPC

- Campaign types
- How to find the best keywords
- Campaign planning
- Targeting the right searchers
- Advert creation and ad extensions
- Landing page essentials
- Common and costly mistakes to avoid
- Campaign reporting

Social media advertising

- How to advertise on the different platforms
- Key things to consider
- Useful tools to help improve ROI (return on investment)

Banner advertising

- Available opportunities
- What to look for
- Spending requirements
- Analysing results

To book your place on this free event,
please email: georgie@cwmarketing.co.uk
(max 2 people per company)

Design | Web Development | Search Engine Marketing

OFFER - 10% off CW Marketing services for event attendees

W: cwmarketing.co.uk

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