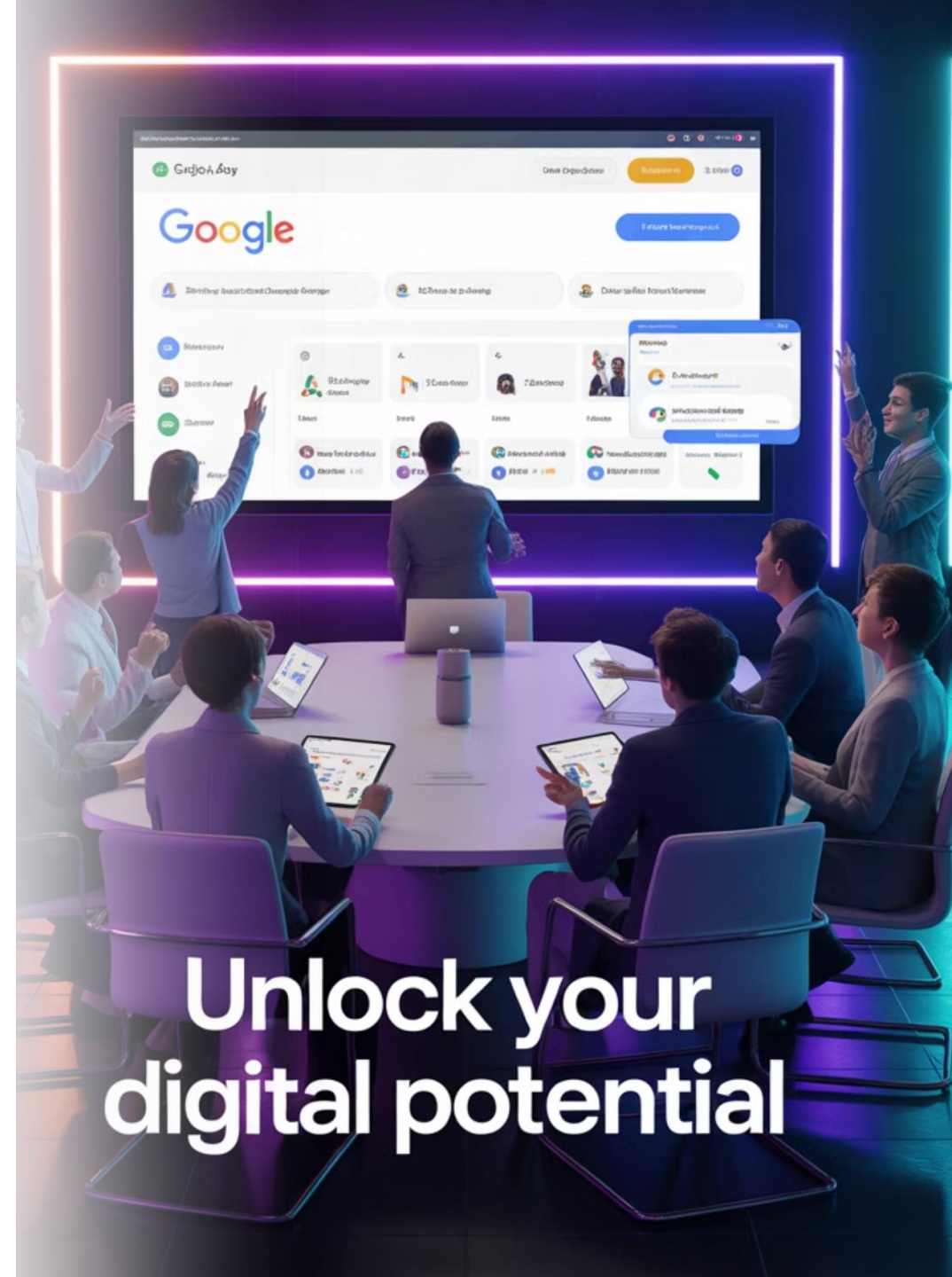


Google Ads in Action Live Campaign Mastery Workshop

IMFND[®]



Unlock your
digital potential

Duration

- 4 Online Live Sessions (Google Classroom)
- Total | 8 Hours

Target Audience

Senior Marketers

Decision-makers responsible for marketing strategy and budget allocation

Media Buyers

Professionals responsible for purchasing advertising space

CMOs

Chief Marketing Officers overseeing all marketing initiatives

Growth Hackers

Innovative marketers focused on rapid business growth

Performance Media Buyers

Specialists focused on ROI-driven advertising campaigns

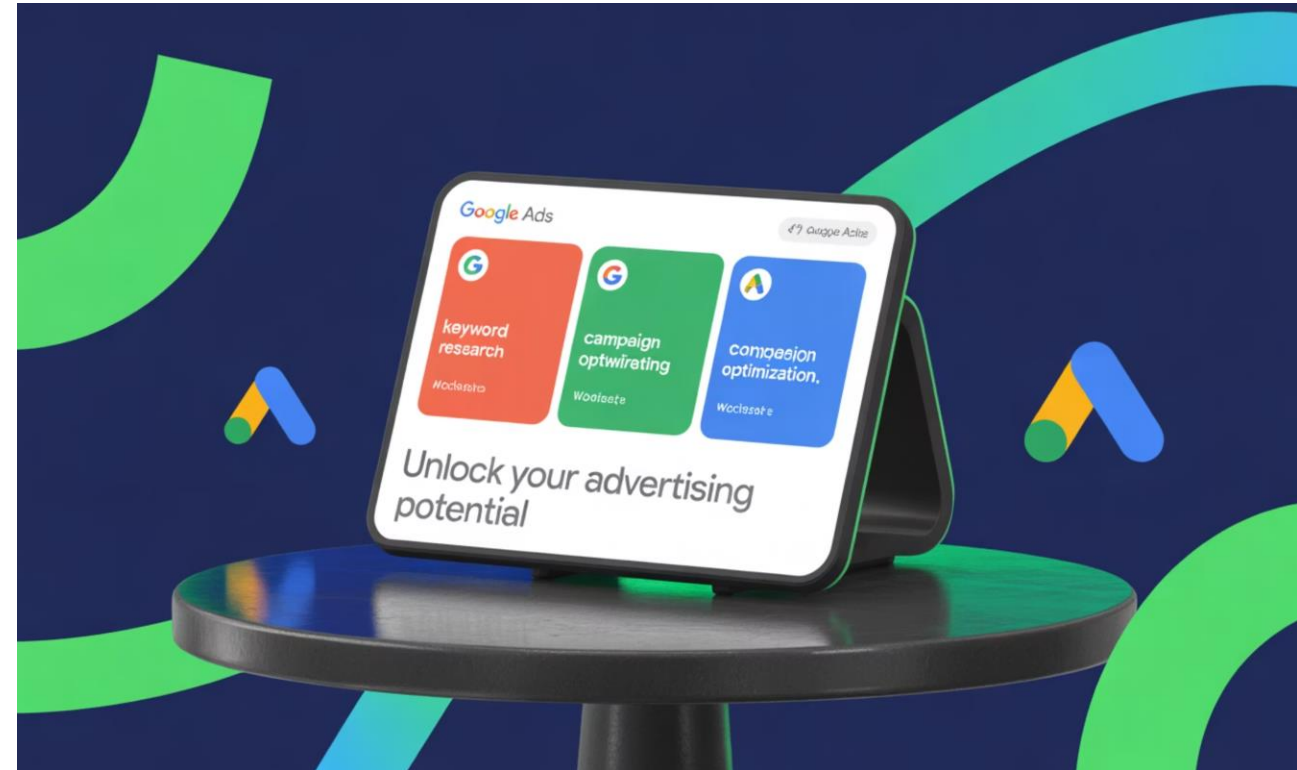
Module & Session Breakdown

Module 1: Live Campaign Setup & Fast-Track Strategies

Module 2: Sales-Driven Campaign Structures & CRM Integration

Module 3: Advanced Remarketing + Shopping & PMax Campaigns

Module 4: Scaling Strategies & Performance Rescue



Module 1: Live Campaign Setup & Fast-Track Strategies

Session 1 | 2 hours

Objectives:

- Master **Search & Display campaign setup** with MENA-specific targeting.
- Apply **shortcut strategies** for faster optimization & higher Quality Scores.
- Understand Arabic + English keyword dynamics in GCC & Egypt.

Topics:

- Campaign types & when to use them in MENA.
- Keyword research & match types for Arabic/English.
- High CTR ad copywriting tailored for KSA/Egypt/UAE.
- Conversion tracking setup (**GA4 + GTM**).

Tools Demo:

- Google Ads Editor
- Google Keyword Planner
- SEMrush / Ahrefs for competitor research





Module 2: Sales-Driven Campaign Structures & CRM Integration

Session 2 | 2 hours

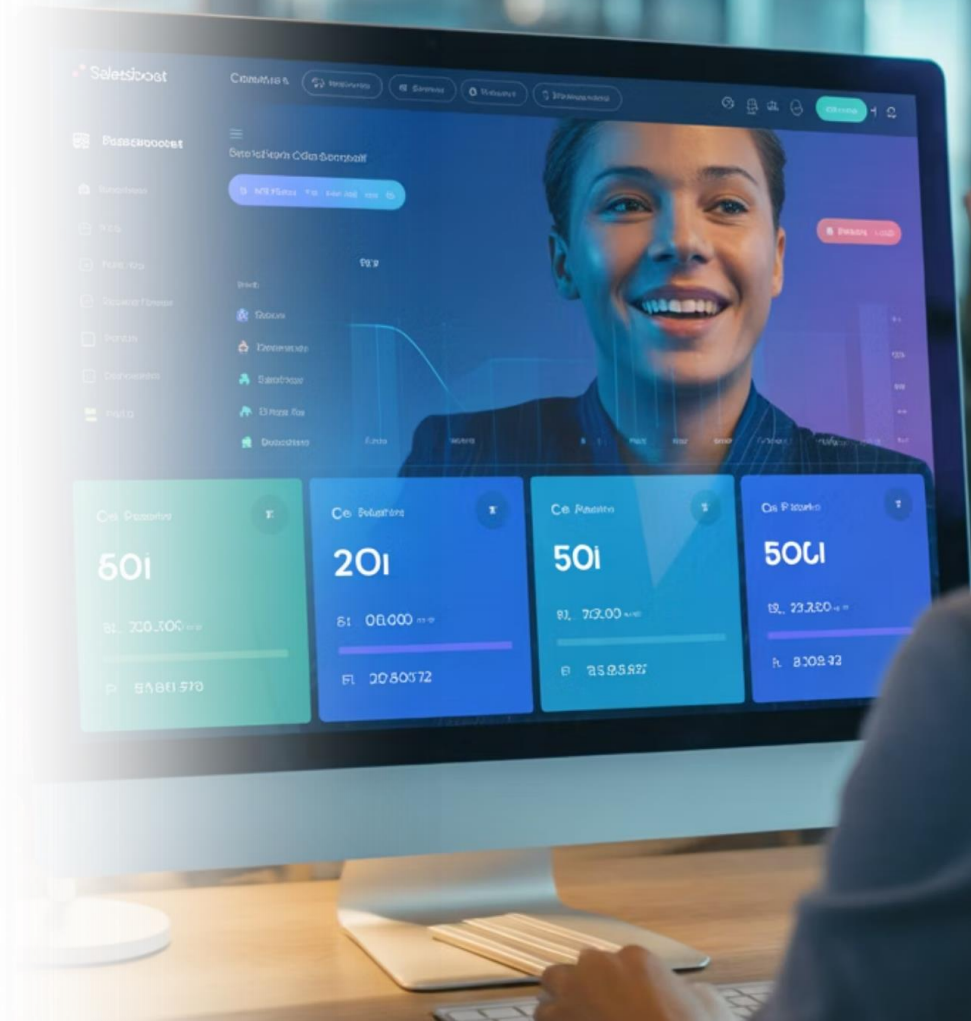
Objectives:

- Build **sales funnels** that convert in B2B & B2C.
- Implement **audience layering & smart bidding**.
- Track & report ROI like an agency pro.

Topics:

- Mapping the funnel (Awareness → Conversion).
- Audience targeting (in-market, affinity, custom intent).
- Bidding strategies (**Target CPA, Target ROAS**).
- Ad extensions for maximum visibility.

Salesboost CRM



Module 3: Advanced Remarketing + Shopping & PMax Campaigns

Session 3 | 2 hours

Objectives:

- Retarget audiences across web & mobile.
- Launch **Shopping Ads** with optimized product feeds.
- Scale with **Performance Max** automation.

Topics:

- Dynamic remarketing setup via GA4.
- Shopping Ads setup (Merchant Center + feed optimization).
- Performance Max campaign structure & asset strategy.
- Creative mix for PMax (video, responsive display, discovery).
- Measuring LTV & incremental sales lift.



Module 4: Scaling Strategies & Performance Rescue

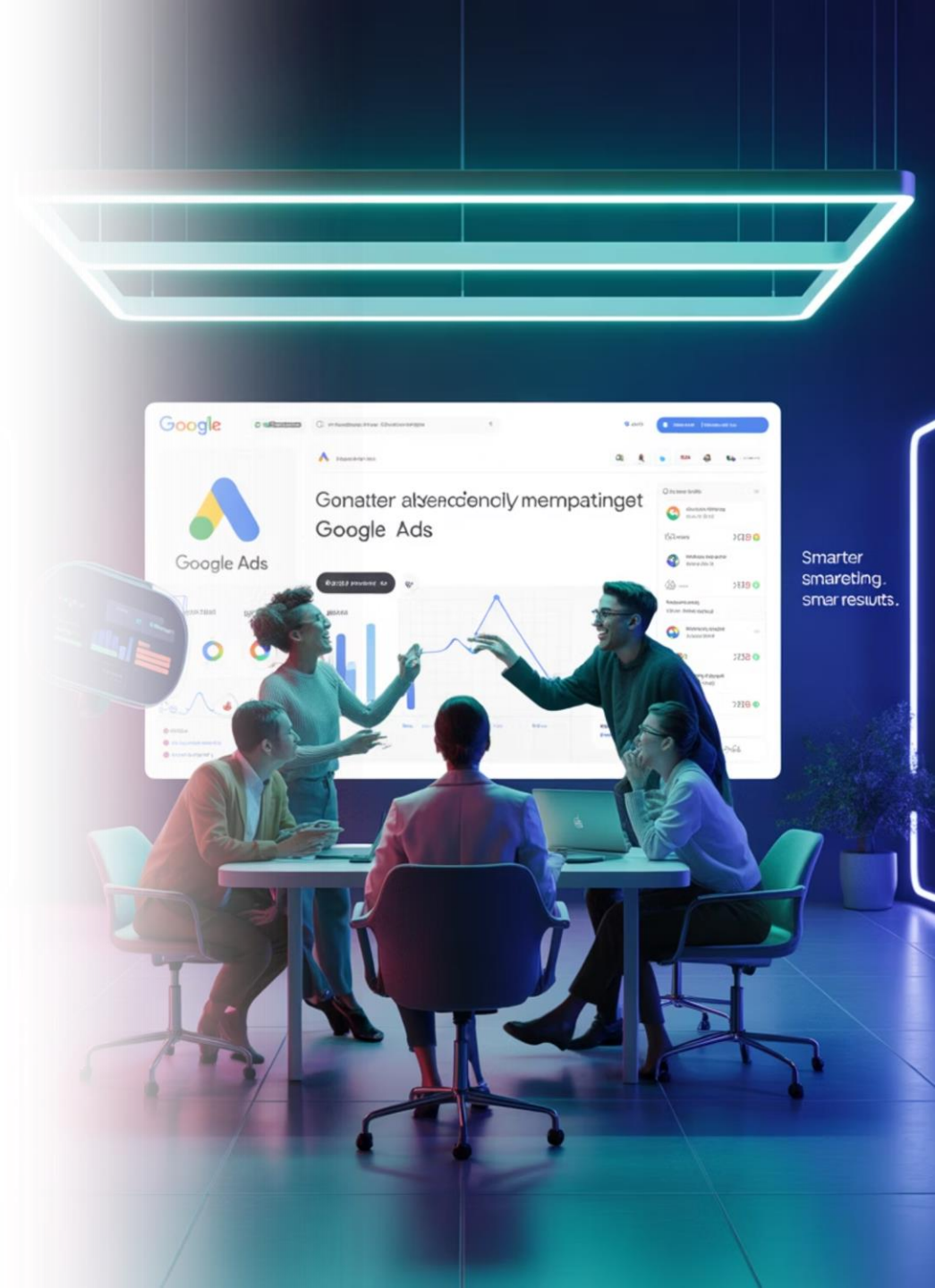
Session 4 | 2 hours

Objectives:

- Identify scaling opportunities without killing CPA.
- Apply **automation scripts & rules** for efficiency.
- Rescue underperforming campaigns fast.

Topics:

- Budget scaling methods.
- Creative refresh & A/B testing strategies.
- Search term audits & negative keyword optimization.
- Automation with rules & scripts.



Final Project

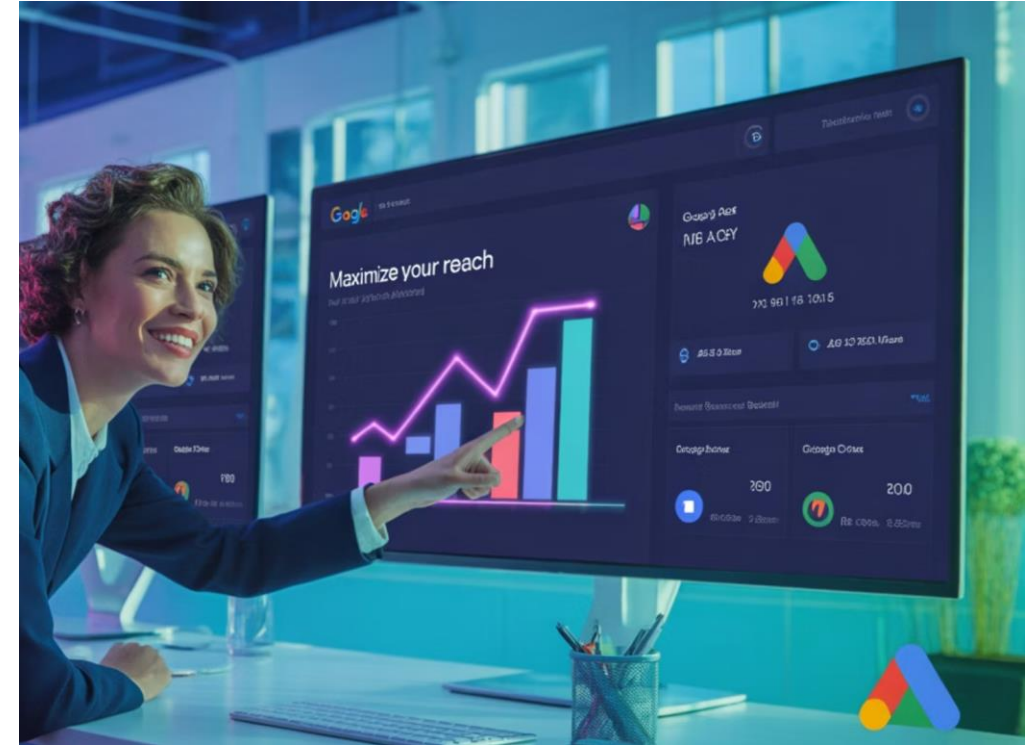
Description:

Participants will create a **full multi-channel Google Ads funnel** for a real business (or provided case brand) including:

- Search Campaign
- Display or YouTube Ads
- Shopping Ads
- Performance Max
- Remarketing Flow
- ROI Dashboard

Evaluation Criteria:

- Campaign structure & targeting accuracy.
- Ad creatives & copy performance potential.
- Tracking & conversion setup.
- Scaling plan & ROI projections.





Investment Package

15,000 EGP

Standard

Regular registration fee for the complete
4-day workshop

12,000 EGP

Early Bird

Discounted rate for early registrations



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Thank You

