



PAID ACQUISITION DEEP DIVE GOOGLE ADS SYLLABUS



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Overview

Learn how to leverage paid acquisition to target and acquire your ideal customers on Google. Our deep dive programs are highly focused to help you own your acquisition. The current program is a 6-week deep dive on Google paid acquisition.

Course includes:

- 6 weeks of live weekly lectures
- Supplementary content
- Optional homework
- Office hours & instructor review
- Real ad-campaign run-throughs
- And more...

[Learn more!](#)



"This isn't fluff material. The pace of the class was perfect enough to give us time to apply the actions in between each session."

- Bethany Schoengarth, Healium

Module 1: Introduction to Google Ads

Get a quick intro to Google ads, how you can advertise on the platform, how to get early indicators that Google is a fit for your business.

This module includes:

- Different types of Google Ads and the use case scenarios
- How to leverage different ad types
- How to determine if Google is the right fit for your company

Module 2: Keywords

Learn all you need to know to get your keyword research done and working effectively for your business.

This module includes:

- Different types of Keywords
- How to use the keyword planner effectively
- How to optimise your keywords through negative keyword lists etc.

"The course was well put together with a ton of information. It'll be nice to be able to review everything over the next few months now that the course has ended. A great way to improve pieces of your business while looking at it holistically."

- Lana Fox, ClinicNote, Inc.



Module 3: Audience Management

In this module we learn about how to look at different audiences, segmenting them, targeting and observing audiences.

Learn:

- How to create audiences based on competitor data
- How to use audiences for targeting for different campaign types
- How to observe audience for future potential targeting

Module 4: Bidding and Budget Strategies

Learn all you need to know to get your bidding and budget strategy right to get the most out of Google Ads.

Learn:

- Different types of bidding strategies
- How to leverage maximum KPIs based on bidding strategies
- How to manage your Google budget



*"Everything inside Velocity Growth...
from the weekly sessions to the
expert guests to the office hours with
Craig... has been tremendously
insightful and actionable."
- Dan Stanley, PokerCoaching.com*

Module 5: Conversion Tracking & Management

Learn how to set up your conversions using Google Tag Manager, how to track and attribute your conversions and find early signals for your business.

Learn:

- Different types of conversion tracking options
- How to determine the best attribution model for your business
- How to manage and learn from your conversion data

Module 6: Ad Copy & Landing Pages

Learn all you need to know about getting your ad copy and landing pages right to maximize your ability to succeed in the channel.

Learn:

- About different types of experiments
- How to optimize your ad copy
- How to optimize your landing pages using tools like Unbounce and Google Optimize.



"Everything inside Velocity Growth... from the weekly sessions to the expert guests to the office hours with Craig... has been tremendously insightful and actionable."
- Dan Stanley, PokerCoaching.com

Reviews and Testimonials

- "The layout of the course is excellent. The material organically builds on the previous week making it easy to understand and apply to our current growth strategies."
- "The guest speakers are great - extremely knowledgeable."
- "I think the course is organized well and has lots of content. It's a really good overview and the speakers have been great."
- "Fantastic content."
- "Fluidity of Relevant information delivered in a way that will be easily built upon. Right mix of story telling with factual data. Bravo!"
- "I thought it was informative, easy to understand, and overall enjoyable. I noticed there were 107 ppl attending and there were still 106 ppl left near the end of the presentation which I view as a good sign. I like there is a worksheet/templates to use and I feel like the information would not be easy to find elsewhere (at least not in a cohesive, easy way)"
- "Hardly find this type of content online. You talk about REAL industry experience. Great investment!"

"Craig put on a great course, I enjoyed his lectures, the guest speakers, and all of the material was fantastic. Definitely recommend this to anyone looking to level up their growth skills."

- Shea Darlison, Rise Vision

