Digital Advertising Campaign Management with Google Ads

Sales and Marketing

Course Overview

Digital Advertising Campaign Management with Google Ads: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Digital Advertising Campaign Management with Google Ads
- Apply practical tools and techniques for Digital Advertising Campaign Management with Google Ads in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Digital Advertising Campaign Management with Google Ads in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Setting the scene: Digital Advertising Campaign Management with Google Ads in today's organisation
2. Key concepts and the language of Digital Advertising Campaign Management with Google Ads
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Digital Advertising Campaign Management with Google Ads with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Lagos	**$1,450**
16 to 20 Nov 2026	Pretoria	**$1,450**
23 to 27 Nov 2026	Harare	**$1,395**
30 Nov to 4 Dec 2026	Cairo	**$1,550**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.