



MER-BB





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Campaign Objectives:

- What specific advertising objectives would best support Agile for Training's goals e.g., brand awareness, lead generation?
- How can Google Ads help in targeting the right audience for our training programs?

Budgeting:

- What budget would be recommended to start with for a business of our size and industry?
- How does Google Ads ensure efficient use of budget and prevent overspending?

Ad Formats and Channels:

What ad formats text, display, video and channels Search, YouTube, Display Network would be most effective for our offerings?

Can Google Ads provide examples of successful campaigns within our industry?

Measurement and Analytics:

How can we track the performance of our campaigns in real-time?

What key performance indicators KPIs should we focus on to measure success?

Optimization and Improvement:

- What tools and services does Google offer for A/B testing and improving ad performance?

Training and Support:

What kind of support does Google provide for new clients to get the most out of their ad campaigns?

Are there specific resources or services that Agile for Training can leverage?