



# HATCH:SEARCH

Sharpen your skills in Google Search Marketing

Thanks for your interest in our upcoming Hatch:Search course. Here we provide an overview of the course curriculum, format and how to book a place.

## SUCCESSFULLY SELLING WITH SEARCH

Google owns 88% of the \$50bn Search market, so understanding how to run AdWords campaigns to drive traffic to your site is a fundamental digital marketing skill. Hatch:Search teaches the latest techniques for maximising Google Search as a DR advertising platform and looks in depth at how combining data and sophisticated optimisation techniques can keep you one step ahead of the rest.



## JOIN OUR CLIENTS

PokerStars



BARCLAYS

FARFETCH.COM

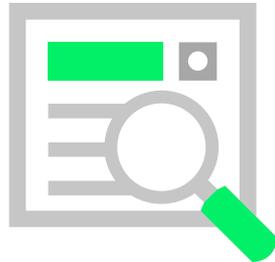
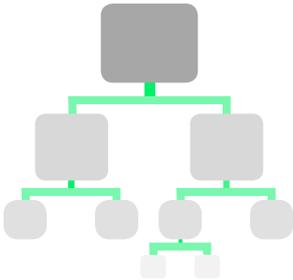
JUST EAT

John Lewis

SHOP DIRECT

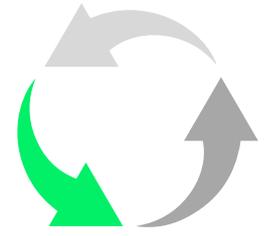
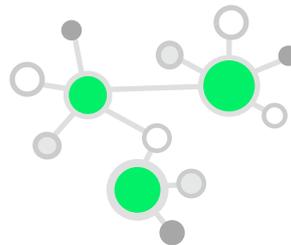
## 4 KEY AREAS YOU LEARN ABOUT ON HATCH:SEARCH

1 **Account Structure and Match Type**



2 **Bid Analysis and Optimisation**

3 **Advanced Targeting**



4 **Remarketing**

## WHAT PEOPLE SAY ABOUT US

FARFETCH.COM

**Farfetch:**

"Fantastic, the tutor was really helpful, great at explaining and really encouraging. Kept class active and engaged"

**NatCen**  
Social Research

**Matt, Natcen:**

"It was a really hands-on course with a good tutor who really knew what he was talking about. And it's all translated into much healthier numbers. Since I did the course we have managed to grow our impressions by 30%, clicks by 80%, and our CTR has jumped from less than 3% to nearly 7%."



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## COURSE TUTOR & DESIGNER



### Jamie Brady

Jamie's a Digital Consultant with 9 years experience working in search and affiliates. Previously, he headed up performance marketing at Found.co.uk where he led a team of 7 looking after budgets in excess of 1 million.

### Kartik Krishnan

Kartik's Head of Online Marketing at Onfido, a data driven platform for identity, criminal and financial checking. Kartik spent 3.5 years at Google and a further 2 years consulting on AdWords for eCommerce businesses across the globe.



## COURSE FORMAT

**1- day course** limited to 12 people to keep it engaging and offer 1:1 time with the tutors

## BOOK NOW

**For pricing and more information, please get in touch:**

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## DETAILED AGENDA

- **Getting a Solid Account Setup:** maximising performance and ad targeting using ad extensions, negative keywords and match types. Analysing account strategy and looking at account granularity and time investment.
- **Advanced Targeting:** taking your account to the next level with separate targeting of search networks, devices, locations and ad scheduling. Looking at ad delivery settings and various bid strategies.
- **Automation and Scripts:** pulling in automated tasks and scripts for better and more effective management. Looking at Dynamic Search Ads and pulling these into your overall strategy.
- **Budget and Bid Management:** how to effectively manage your budget and optimise your account accordingly to maximise performance within it.
- **Optimisation:** looking at key metrics to analyse, how to set up an optimisation work plan, make adjustments to your campaigns, and understand the maths behind it all.
- **Conversion Attribution:** integration of multiple conversion types and attribution channels.
- **Remarketing:** optimising your setup and expanding reach through audience strategies, different generic terms and 'customer match' email lists.
- **Latest Developments:** what are the latest features and how can I incorporate them into my paid search strategy? Including extended ads, ad customisers, demographic for search, customer match and much more.

## OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

