



Advanced Google Adwords PPC Workshop

Master The Planning, Design, Set-up, Optimisation, Control and Maintenance of Profitable Google Adwords Campaigns in Any Market or Service Sector.

Create Complex & Highly Profitable Google Adwords Campaigns in Hours NOT Weeks.

Discover Dozens of Google Adwords Optimisation Techniques, Shortcuts, Essential Set-Up Requirements, Strategies, Applications, Software Secrets, Keyword Research Methodologies, Ad Creation & Copywriting Requirements, Productivity Enhancements & More...

Use these and you will become amongst the very top Adwords users anywhere in the world. Advertising will never be a cost centre again... it will be a profit centre.

The Google Adwords & Beyond Workshop is A Practical, No Fluff, Intense, Exciting Full Day Cutting Edge Workshop Designed Exclusively for Serious Internet Marketing Success!

The Advanced Google Adwords PPC Workshop is the fastest and most economical way to master and beat the Google Adwords system.

Workshop benefits include:

- Set of 4 DVD's Covering Complete Workshop
- Tony Roocroft's Book: "Google AdWords & Beyond"
- Workshop Power Point Presentation Slides
- Access to The World's Most Powerful AdWords Software
- Free Limited Consultation After the Workshop.



Expect The Advanced Google Adwords Workshop to:

- **Save you** at least **20%** of your present click costs
- **Save you** at least **25%** of your sales conversion costs
- **Increase your sales dramatically**
- Weeks of time... **This workshop will pay for itself many times over.**



Dear Internet Marketer & Google Adwords User

As the person responsible for the Internet strategy of your organisation and even if it is not up to you personally to implement, manage, grow and control your company's online advertising strategy then it's vital you have a complete understanding of the online opportunities a properly executed Google Adwords campaign can offer.

With this in-depth understanding you can guide your organisation's internet marketing strategies outstandingly. You will reduce the cost of conversion to a sale to the absolute minimum and, at the same time, out-compete your competitors for market share of the growing online demand for products and services.

If Pay Per Click (PPC) and especially Google Adwords is something you are already doing without the level of success you expect or were promised or if Adwords is only on your radar then here's some exciting news.

Google Adwords has taken the internet marketing world by storm and continues to outgrow all other forms of advertising by a considerable amount.

As a commercial organisation, government or any type of service provider you cannot afford to ignore this highly successful, cost effective, ROI measurable sales and advertising medium.

Where else can you spend as little as R50 per day and reach a worldwide audience of millions within hours of starting a campaign?

Where else can you research any market in depth within days for minor cost with total reliability?

These are just a few of the advantages of embracing the powerful direct marketing medium known as Google Adwords.

The workshop run by Google Adwords certified professional, Tony Roorcroft, will provide you with all the tools, systems and methodologies to literally change the direction of your organisation. These systems and methodologies are not in the public domain nor are they widely promoted anywhere on the Internet.

UNDERSTANDING

You cannot afford to learn Google Adwords by making your own mistakes. There are too many variables and pitfalls. You need to learn from someone who's made the mistakes and learned from others.

COMPETITION

Your competitors are starting to invest in Internet Marketing strategies. They will struggle to succeed without expert help. Put yourself years ahead of your competitors.

SATISFACTION

You will benefit enormously if you implement the systems and strategies taught.

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If you're not there then somebody else certainly will be.

The simple truth is your customers will expect you to be there, upfront and willing to supply. The question you need to ask is ... Are you truly ready to take on existing and unexpected competitors online and beat them?

Don't forget that the internet in South Africa is only just starting to blossom. It's a matter of time before companies will be forced into having a strong online presence. Already companies like Argos in the UK are selling 22% of all their goods online.

What You Get... nothing is held back!

- ✓ Full day exposure to the latest thinking and practice in implementing Google Adwords campaigns that work which means they make money for advertisers. Google Adwords is the ultimate direct marketing medium.
- ✓ Complete and comprehensive materials that will allow you to focus on the content of the workshop rather than taking copious notes. These materials will be valuable reference resources.

What some former attendees at "The AdWords & Beyond" Workshop have said...

Very good, great live demos. Great ideas and secrets revealed. Practical, no nonsense, money making tips given, thank you...
Andre Van Tubbergh

Tony's AdWords methods are revolutionary and won't only dramatically improve your Adwords productivity but also fast track your success...
Gerrit Breedt

The content was amazing, well put together and the flow is great. Thank you, Tony. This was a very informative, practical, eye-opening day! ...
Gideon Basson

This is worth more than the R5000 I paid. Will save me time and money. Thank you. You have given me new and helpful information once again...
Hilton Johani

Very good. The content covers everything you ever wanted to know about Adwords and more. Anyone using Adwords must attend this workshop...
Colin Brazendale

Very open, sincere and extremely knowledgeable and guided / supported each question with years of experience. Thanx, Tony...
Allen Cunningham

Very loaded. Stunning. Life-changing material efficiently presented...
Robertson Reid

Outstanding! The day provided me with many new tools. My thinking expanded way beyond what I knew about Google and how to deploy massive campaigns in minutes...
Wayne Meiring

Meet Tony Roocroft. Your Workshop Leader



Tony is a chemical engineer by background. In late 2001 he became interested in the new field of Search Engine Optimisation and started to create information based websites as a basis for selling books he'd written.

Author of "**DIY SEO and Internet Marketing**" and "**Google AdWords & Beyond**", Tony has run many search marketing related workshops both public and private. He was workshop leader for IQPC SEO seminars.

Tony has learned by doing and practices what he preaches. Some 150 websites are presently owned. **His systems integrate SEO and PPC...** this is the strategy required for any organization to truly excel in competitive markets.

Here's What We've Planned for the Day...

Be prepared for a full day of intensive learning.

The "secrets" of Google Adwords success are rarely told let alone shown and explained in great depth.

You will be introduced to concepts and systems you may well have never come across or even thought about. You will find the workshop exciting, instructive and a dynamic learning experience.

The workshop will take you step by step from initial conception to a live professionally organised campaign no matter how large the campaign or which market is involved.

You will learn how to set up your own winning campaign in great detail. You will be shown the tools to set up, control and grow the campaign into a formidable website presence within weeks. You'll do this with an amazing efficiency in terms of time and in such a way none of your competitors will be able to emulate... and, to cap it all, your Adwords program will cost a fraction of your competitors'.

✓ Discover the common denominators to succeeding on the internet... get these wrong and most of your efforts will fail no matter what else you do. I will show you cutting edge tools to make the most of these vital factors.

✓ Absolutely essential requirements and check list for any website whether you do PPC or not... very easily implemented within a day.

✓ How to set up and manage successful Google Adwords campaigns in great detail for local, international, multinational, ecommerce, affiliate and lead generation strategies. Do it the right way and dramatically improve profitability... get the CTR's up, reduce the CPC's and increase the impressions. Don't let Google vacuum your wallet.

✓ How to write effective PPC ads and solidify the critical relationship between keywords, ad copy and web page design.

✓ How to dramatically increase the effectiveness of any PPC campaign by increasing the conversion to sales ratio. Do this and you will turn a losing campaign into a winning one.

✓ Affiliate marketing opportunities and pitfalls. How to judge affiliate programs. Why merchants should embrace affiliate programs and how they should structure them to get the best marketing affiliates working for them for free.

✓ How to create highly targeted large dynamic or basic HTML websites in less than a day, in house, for little cost and with no programming experience necessary.

✓ How to track everything of importance, present it in easy to understand format and thus increase profitability and cut out waste.

✓ Effective list building for future profits.

This Cutting Edge & Comprehensive Workshop is Designed for...

- Business Owners and Entrepreneurs, Large Medium or Small
- Corporate Marketers and Sales Managers
- Management Consultants
- Online Affiliates Who Need to Increase Their Earnings
- Website Designers & Website Developers / Programmers
- ISP and Hosting Companies
- Individuals With a passion to Succeed on the Internet
- Advertising Agencies Needing to Provide Paid Search Advertising Opportunities to their Clients.

