

Google AdWords Grants support

Want to use Google Ad Grants to promote your charity?

Feeling daunted by the task?

Not sure where to start?

**Cut through the time-consuming learning stage
with intensive training, tailor-made for you and your charity**

What is Google Ad Grants?

Google gives eligible charities \$10,000 (£6,000) a month to spend on AdWords, Google's pay-per-click advertising system.

If managed well, AdWords can transform a charity's online presence, reaching thousands of new supporters, increasing brand awareness, and generating much needed income.

About the trainer

Katarina Sherbourne has been running successful AdWords campaigns and managing charity websites for more than five years. Clients include the Salvation Army, St Barnabas Hospice and Hearing Link.

Mike Turnill, Director at MCT GeoSpatial Consulting Ltd: *"Katarina increased traffic to our charity website by more than 400% through her efforts with AdWords."*

Juliet Ellis, Founder of Catalyst Fundraising: *"Katarina combines AdWords expertise with a friendly, flexible and highly professional approach. She is a first class trainer and consultant."*

Training agenda



With a few hours of personal one-to-one tuition, you will be able to manage your account with confidence, getting the best from AdWords and saving you time and money.

By the end of the training you will understand how to:

- Set up an AdWords account
- Structure and target your account
- Create effective campaigns, ad groups and ads
- Build relevant keyword lists
- Use key metrics to revise and improve your account
- Use AdWords to achieve your charity's advertising goals

We will go at your pace and use your charity's marketing aims and objectives as tools for learning.

Training is for digital and marketing personnel with limited or no AdWords experience.

Please get in touch to find out more.

Katarina Sherbourne

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