

MARKETING & COMMUNICATION | COURSE BROCHURE

Digital Advertising and Paid Media

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Paid search, social and display advertising can drive fast, measurable growth when managed well. This course teaches digital advertising: campaign objectives, audience targeting, ad formats and creative, bidding and budgets, landing pages, conversion tracking, testing and optimisation across major platforms.

Poorly managed ad accounts waste budget quickly. You will learn to plan, run and optimise campaigns profitably.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Platform walkthroughs, campaign setup exercises, ad copy workshops and performance optimisation case studies.

Course objectives

By the end of this course, participants will be able to:
• Set objectives and KPIs for paid media
• Target audiences precisely
• Create effective ads and landing pages
• Manage bids and budgets
• Track conversions accurately
• Test and optimise campaigns

Target audience

This course is suitable for:
• Digital marketers
• Performance marketing specialists
• Marketing managers
• E-commerce managers
• Small business owners



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Target competencies

Participants will develop competencies in:
- Campaign setup
- Targeting
- Ad creative
- Budget management
- Optimisation

Course outline

Day 1: Paid Media Landscape

09:00–10:08	Search, social and display
10:08–11:00	Objectives and KPIs
11:00–11:30	**Coffee break**
11:30–11:45	Objectives and KPIs (continued)
11:45–12:53	Account structure
12:53–14:00	Exercise

Day 2: Targeting

09:00–10:08	Keywords and audiences
10:08–11:00	Remarketing
11:00–11:30	**Coffee break**
11:30–11:45	Remarketing (continued)
11:45–12:53	Lookalike audiences
12:53–14:00	Workshop

Day 3: Creative and Landing Pages

09:00–10:08	Ad copy
10:08–11:00	Visuals
11:00–11:30	**Coffee break**



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11:30–11:45	Visuals (continued)
11:45–12:53	Landing page basics
12:53–14:00	Exercise

Day 4: Bidding and Tracking

09:00–10:08	Bidding strategies
10:08–11:00	Budgets
11:00–11:30	**Coffee break**
11:30–11:45	Budgets (continued)
11:45–12:53	Conversion tracking
12:53–14:00	Demonstration

Day 5: Optimisation

09:00–10:08	A/B testing
10:08–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–11:45	Reporting (continued)
11:45–12:53	Scaling
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,840.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Vienna Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,940.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,840.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,890.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	17 May 2027	21 May 2027	**€2,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Dubai Confirmed dates	7 Jun 2027	11 Jun 2027	**€3,150.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Paris Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,860.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Vienna Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,940.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online