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MADwords: A Review Program for Google AdWords and Analytics Certification

BE A GOOGLE CERTIFIED DIGITAL MARKETER

Mastery in Google AdWords and Google Analytics presents a lot of opportunities, especially for beginners in digital marketing or those who want to build their careers. Being Google certified in these platforms is a competitive edge in the corporate world.

WHY GET CERTIFIED?

■ JOB OPPORTUNITIES

More businesses want digital marketers who are Google AdWords and Analytics certified. An average of 700 jobs per month are available if LinkedIn and Jobstreet alone for applicants who are certified in these platforms.

■ CAREER PROGRESSION

Being Google AdWords and Analytics certified guarantees employers that you have a specific skill set necessary to become an expert in digital marketing. This can help you climb the corporate ladder and assume managerial and strategic roles.

■ HIGHER SALARY

According to PayScale, digital marketing experts can get around P400,000 or more in annual salaries once in managerial or leadership positions. Starting with Google Adwords and Analytics certifications ensures a head start to financial freedom.

HOW TO GET GOOGLE CERTIFIED

1. Register for a Google Partners account.
2. Pass the Google AdWords Fundamentals exam with a score of 80% or higher (100 questions, 120 minute time limit)
3. Pass one of the five other Google AdWords exams with a score of 80% or higher.

WHY YOU SHOULD TAKE THE PROGRAM

| STUDENTS | WORKING PROFESSIONALS |
|---|---|
| <ul style="list-style-type: none">■ Guarantees job placement immediately after graduation.■ Gain a competitive advantage against other fresh graduates in applying in the same industry.■ Be hired by popular companies in top performing industries like fashion, travel, telecommunications, information technology, etc. | <ul style="list-style-type: none">■ Higher salary and benefits package■ Better opportunities to get promoted to top digital marketing roles.■ Play a key role in the company's decision-making for digital marketing.■ Become more credible in the field of digital marketing.■ Take a lead role in achieving the goals of the company. |

CURRICULUM & PROGRAM STRUCTURE

The MADwords program will cover the core **Fundamentals of AdWords** and **Search Advertising** along with the basic and advanced levels of **Google Analytics** each composed of four-units.

The 2-week intensive review program includes digital and physical workbooks and study guides, hands-on exercises, and practical case studies courtesy of digital marketing experts.

WEEK 1 WILL COVER TOPICS UNDER GOOGLE ADWORDS

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|--------------|--|
| DAY 1 | Helping clients meet their goals and learning about the different Google Network |
| DAY 2 | Measuring ad performance and looking through strategies |
| DAY 3 | Campaign creation and choosing the right audience |
| DAY 4 | Measuring ad performance and looking through strategies |
| DAY 5 | More case studies on analyzing the data and hands-on activities |

WEEK 2 WILL COVER TOPICS UNDER GOOGLE ANALYTICS

| | |
|---------------|--|
| DAY 6 | Navigating through the different reports within Google Analytics |
| DAY 7 | Measuring ad performance and looking through strategies |
| DAY 8 | Collecting, recording and filtering incoming data (goals and events) |
| DAY 9 | Analyzing data using standard and custom reports |
| DAY 10 | Using Remarketing to advertise to returning guests |

ENROLL NOW AND ACCELERATE YOUR DIGITAL MARKETING CAREER!

The review program will be held at **M Suites at 1015 Metropolitan Ave, Santa Cruz, Makati, 1205 Metro Manila**, from **6:00PM to 9:00PM**. Participants are required to bring their own laptop for every training session.

By the end of the program, students will be capable of proving their competency in utilizing Google's widely-acclaimed advertising platform and its wildly popular web analytics service through certification exams for AdWords and Analytics.

The top 3 students in each batch with the highest passing score in the certification exams are expected to report back to the trainers to receive an incentive prize once the results have been verified.

For more information, please visit us at www.cavalrydigital.com/madwords

Please contact our support team for inquiries:

✉ madwords@cavalrydigital.com

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YOUR MENTORS

Cavalry is a team of entrepreneurs, innovators, operators, and technologists committed to the mission of accelerating the digital transformation of the Philippines' largest organizations. Acquiring the best individuals and experts as mentors to pave the way to the coveted certification for Google AdWords and Analytics.



OLIVER SEGOVIA

Oliver is the Founder and Chairman of Ava Online Group, an e-commerce and digital strategy company which operates its own B2C online stores, and a B2B consultancy with clients that do a combined Php 150 billion in sales. Oliver started his career with Procter & Gamble Singapore, where he handled market expansion, strategy, and market research. He graduated from Ateneo de Manila University and Harvard Business School.



GABRIEL DEL CARMEN

Galo is a digital marketing & design wizard currently working as the Digital Marketing Manager for Cavalry Digital. He formerly worked as a Google AdWords and Google Analytics Subject Matter Expert with Cognizant, extending support to Google's large scale advertisers like Adidas, Coke, Walmart and many more. There, he was also an AdWords Ad Designer and Programmer, overseeing the end-to-end development and design of customised digital ads for brands like Ralph Lauren, Under Armour, Tommy Hilfiger and companies like Walmart, Accor Hotels and TripAdvisor.



CHESCA PACHECO

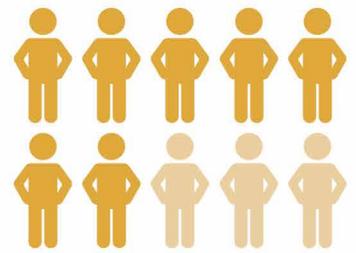
Chesca is a 21st century educator specializing in both process and product training. Presently, she is the Program Manager for Cavalry Digital. She has developed training materials for various professions, ranging from Housekeeping to Coding. She has helped more than 100 associates learn and excel, training campaign managers, quality assurance reviewers, developers, troubleshooting specialists and more. All these she previously did with Cognizant and TESDA.



JONATHAN JOSON

Jonathan was an Industry Manager at Google Philippines, and a founding member of Havas Media, where he worked for 5 years. He is a digital marketing specialist with significant experience in performance marketing, strategic planning, media planning and buying, as well as analytics and measurement. He has extensive experience driving online sales and leads for airlines, banks, and e-commerce companies, as well as expertise handling branding-oriented media planning and buying for FMCG companies.

The total Philippine population is 104 million, 69 million of whom are Internet users, and 69 million are active social media users.



AVERAGE DAILY USE

9 hours

on the Internet via personal computer or tablet

3.5 hours

on the Internet via mobile phone

4.2 hours

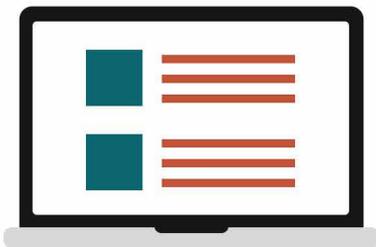
on social media using any device

2.5 hours

on the television

More than 60 million Filipinos are now online.

This makes digital marketing of utmost importance for all types of companies, regardless of their size.



An average of **700 digital marketing jobs** are posted **every month** on LinkedIn and JobStreet.

DIGITAL MARKETER VS. TRADITIONAL MARKETER

DIGITAL MARKETING MANAGER 3-4 year exp **PHP 396,000.00**

SOCIAL MEDIA SPECIALIST 3-4 year exp **PHP 336,000.00**

DIGITAL MARKETING SPECIALIST 3-4 year exp **PHP 306,000.00**

SOCIAL MEDIA MANAGER 2-3 year exp **PHP 219,751.00**

MARKETING ASSOCIATE 1-2 year exp **PHP 216,000.00**

CONTENT WRITER 0-1 year exp **PHP 198,000.00**



CAVALRY

cavalrydigital.com

Cavalry Digital is the enterprise division of
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