

Google AdWords Workshop

Create a Highly Effective Google AdWords Search Campaign for Your Startup or Small Business

A 1-Day Hands-On Lead Generation Workshop at the Massachusetts Institute of Technology

Thursday, January 28th, 2016



ABOUT THE WORKSHOP

This live workshop is a highly practical hands-on extension of the ["Build Your Startup with Google Search"](#) presentation from the MIT Startup Code 2016 main event. It is taught by the presenter, [Andrew Percey](#).

(NOTE: Attendance at the presentation is helpful but is not required for the workshop.)

In this workshop Andrew will take the strategies he outlined in the presentation and help you implement them for your business. He'll work with you in a small group setting and privately 1:1 to create a complete Google AdWords Search campaign optimized for your unique business model.

During the presentation you will learn. During this workshop you will do.

At the end of this in-person workshop you will walk away with all of the elements necessary to launch a successful AdWords Search campaign for new business lead generation:

1. A clear value-proposition for your business that will work for AdWords advertising
2. Research data that reveals your most relevant and profitable keywords
3. Research data that reveals your competitors' strategies & how you can stand out
4. A draft lead generation page to which you will send your AdWords traffic
5. A starting AdWords campaign with optimal settings and ad group structure
6. Starting ad copy for A/B testing to improve your prospect engagement over time
7. A clear plan for analyzing and refining your results on a monthly basis



IS THIS WORKSHOP FOR ME?

Are you a DIYer (Do-It-Yourself-er) in need of more or better leads for your startup or small business?

You can build and launch a successful AdWords Search advertising campaign for your business following the exact process taught by Andrew in this workshop *if*:

- You are a company founder, owner or marketing manager
- The lifetime value of one new business customer is \$1K - \$1M
- You can successfully convert leads into customers
- Your company specializes in a specific niche or market
- Your offering is unique in at least one meaningful way
- You can complete 1-2 hours of pre-work prior to the workshop
- You are prepared to invest \$5k-\$15k on AdWords ad clicks over an initial 3-month period, and you are able to commit 5-10 hours per month to adequately analyze and refine your campaign

If you're not sure whether you meet these requirements, be sure to ask Andrew when you apply.



WHY ANDREW?



Andrew Percey

Founder, Google AdWords Expert
Prometheus Internet Marketing
MIT BS '95 MNG '96 EECS

Andrew Percey has provided Google AdWords guidance to over 50 MIT startups and 20 established businesses, helping them gain thousands of new customers online. He does both coaching and full-service implementation of AdWords Campaigns.

Andrew holds two degrees from MIT in Electrical Engineering and Computer Science. He has over 10 years experience in high-tech corporate marketing, internet marketing, and AdWords advertising. He publishes the [Prometheus Flame blog](#) and the [Magnetic Consultant podcast](#). He is a [Google AdWords Certified Partner](#).

[Learn More About Andrew](#)



WORKSHOP AGENDA

Thursday, January 28, 2016

9:30 AM - 4:00 PM

MIT Campus

32-141

	9:30 AM - 12:00 PM Part 1: AdWords Strategy & Research
	12:00 PM - 1:00 PM Networking Lunch
	1:00 PM - 4:00 PM Part 2: AdWords Campaign Creation



THE OFFER

**The Startup Code 2016 @MIT:
Google AdWords Workshop**

\$950

WHAT YOU GET:

A 1-Day hands-on AdWords workshop where Andrew will guide you through the exact process he uses with his full-service clients (\$6000 value)

A 60-Minute phone review with Andrew 30 days after the launch of your new AdWords campaign (\$475 value)

A 6-Month membership in a private online group where you will receive ongoing AdWords support from Andrew and the other attendees (\$1195 value)

Andrew's Success Guarantee:

If you follow Andrew's system and don't gain at least one new customer within the first 3 months of your new AdWords campaign, Andrew will support you through his private coaching program for FREE until you do (up to an additional 3 months).

Andrew's private coaching program (usually \$950/mo) includes two 60-minute calls per month + email support

**OUR 2016 WORKSHOP IS COMPLETE.
WANT EARLY INFO ABOUT 2017?
NEED URGENT ADWORDS HELP?
SEND ANDREW A MESSAGE HERE.**

To ensure your success, this live workshop is limited to 8 attendees. Complete the form on the next page to apply. Please understand that some applicants might not be accepted.