

# Eton Institute



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## [Eton Institute's Pay Per Click Workshop To Provide Invaluable Click Marketing Strategies and Insider Tips:](#)

**Dubai, 24 February 2010** – Eton Institute, U.A.E's leading training & development centre based in Dubai, is hosting a workshop that will allow individuals and entrepreneurs to harness the power of the most cost-effective advertising medium till date, Pay Per Click (PPC) advertising. The PPC workshop will discuss real-world solutions and strategies to setup successful 'in-house' PPC campaigns that reach more customers online at a lower cost per acquisition.

Dr. Eli Abi Rached, Director, Eton Institute commented: "Pay Per Click advertising has absolutely revolutionized the way business is done. With minimal investment and by drastically cutting down the cost per acquisition to as little as 1 cent, it has levelled the playing field for small businesses to compete with large organizations in a way that was never possible before."

Pay per click advertising refers to an internet marketing model where advertisers pay their host only when their ad is clicked. Advertisers typically place bids on keywords which best describe their product or service and set demographic parameters of whom they would like to target. The adverts are then displayed to the precise target market whenever relevant keywords are entered. Although many PPC providers exist, [Google AdWords](#), Facebook, [Yahoo! Search Marketing](#), and [Microsoft adCenter](#) are the most popular operators.

Pierre Abouaad, IT manager and trainer at Eton Institute added: "Pay Per Click is the fastest growing advertising channel and the only one expected to grow this year according to analysts, despite reduced marketing budgets. This is because more and more individuals and organizations are recognizing the potential it holds in terms of actual measurable Return on Investment. It offers a potent combination of minimal investment, precise targeting, low cost per acquisition and immediate measurable results that no other advertising medium can match."

The PPC workshop will demonstrate through a practical step-by-step approach how delegates may setup their own online marketing campaign, monitor its performance and make necessary tweaks to further reduce the cost per lead. It will discuss key areas such as setting up campaigns, impressions and Click Through Rates (CTR) based on budget; reaching the relevant target audience by choosing the right keywords and continuously monitoring and fine-tuning the performance of campaigns. The workshop will also provide invaluable bidding tactics and campaign strategies that individuals and organizations may adopt to minimize spending and maximize relevant enquiries.

The Pay Per Click (PPC) workshop will be conducted this Saturday, 27 February from 2:00 pm to 6:00 pm at Eton Institute located at Dubai Knowledge Village. The four hour workshop is priced at just AED 490 inclusive of material and registration fees. For more information or to register call **800-eton (8003866)** or visit [www.eton.ac](http://www.eton.ac) . As places are limited, participants will be accepted on a first-come first-serve basis.