



Pay Per Click

In this 90 minute class, you will learn the basics of Pay Per Click. We will discuss the various platforms, strategy behind integrating it with your ongoing marketing.



PPC is considered ongoing marketing.

Want to get found online? PPC, short for pay per click, is the easiest way to get found on Google, social media platforms and other search engines. However, without a proper strategy, converting customers and sticking to a sustainable budget can be difficult. This class will help you gain a foundational understanding of terminology and the strategy behind PPC.

“Victory is very knowledgeable and easy to understand”

“Victory did a great job listening [...] and applying her presentation to us and our needs.”

About the Speaker

Victory Harbin, Co-Owner of The *Social* Brand

Victory Harbin is a digital marketing expert who helps businesses get found online through search marketing and content creation. She teaches classes through the Tennessee Small Business Development Center and at the WordCamp conferences regularly.



Special Training

