

Training *guide* In-company trainings

Tailor-made training
programs for actionable results



Training based on your short- and mid-term goals with exercises and assessments

Imagine your company is gearing up to migrate its website this year. It's a significant task, requiring not just a change in appearance, but also a strategic overhaul to improve search visibility. The challenge? To ensure that every step towards this goal is precise and well-informed. You need a team that knows what it is doing... or you risk losing a massive amount of search traffic, even if you work with a top-class agency.

Here's where we come in. Our training is **designed around your specific short and mid-term goals**. Take the website migration example: you'll receive focused training on SEO and analytics, with practical exercises and assessments based on this very project. This means you'll learn by doing, **making mistakes here, in training**, where they're part of the learning process, not when they can cost you in the real world.

CLICKTRUST ACADEMY provides training **based on your plans for this year**, delivered by **seasoned experts** that have over 10 years of experience in breaking things.



Elevate your team with CLICKTRUST ACADEMY: Tailor-made training for actionable results

1. Understanding and addressing your business needs

At CLICKTRUST Academy, we recognize that each company's journey to digital marketing proficiency is unique.

We begin with an in-depth analysis of your specific business requirements. This involves a comprehensive **skills assessment** to identify both strengths and areas for growth within your team.

Our approach is rooted in addressing your immediate business needs, ensuring that the training we provide is not only relevant but also directly **contributes to achieving your business objectives**.

2. Expert-led custom training for real business impact

What sets CLICKTRUST Academy apart is our team of **industry experts**, each with extensive experience in navigating the complexities of diverse organizations and stakeholder dynamics.

Our training is meticulously designed and delivered by these professionals, ensuring a **blend of practical knowledge and actionable insights**. This ensures that your team is not just learning digital marketing concepts but also acquiring the skills necessary to apply them effectively in **real-world scenarios**.

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3. Continuous access to expertise and cutting-edge information

A key component of our offering is the ongoing support and resources available to our clients.

You will have access to the latest information in the field of digital marketing, along with the ability to reach out to an expert within 24 hours. This level of support is crucial for keeping your team informed, agile, and ready to tackle new challenges as they arise.

4. Accelerating your path to success

The core benefit of partnering with CLICKTRUST Academy lies in the accelerated progress towards your business objectives.

By equipping your staff with the right skills and resources, we empower them to not only meet but exceed their targets, driving meaningful growth for your company.

The CLICKTRUST Academy skills gap assessment

Why a skills gap assessment?

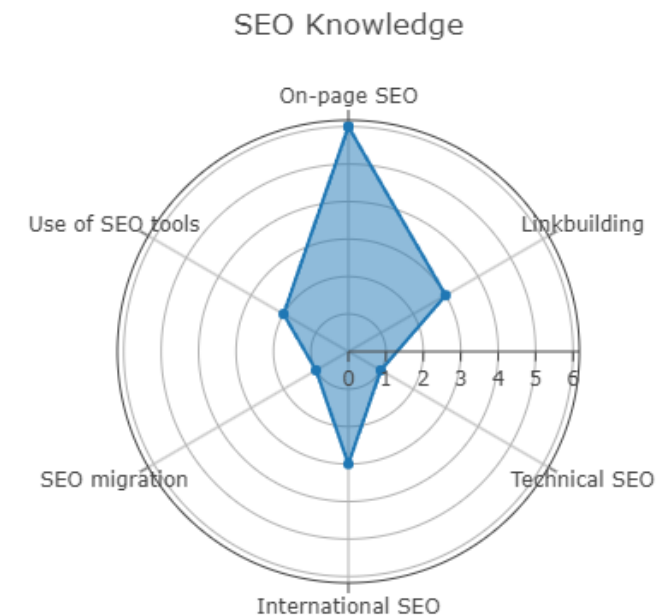
A thorough analysis of the skills gaps within your team will allow us to **create an effective and tailor-made training program.**

Based on these insights, our trainers know what to focus on during their training sessions.

The CLICKTRUST Academy method

For each topic, we will outline the essential skills and knowledge required to successfully achieve your business goals.

Your team will be assessed on each of these skills, receiving a score ranging from 1 (absolute beginner) to 6 (expert).



Our training team



Alexandre Massart

Bringing 13 years of digital marketing experience, Alexandre is not only a seasoned professional but also a dedicated teacher at IHECS and BAM, making him an **all-around specialist**.



Mathilde Duquenne

Our **Google Ads** and **dashboarding** maestro with 8 years of experience. She knows the ins and outs like no other.



Yannick Timmermans

With 7 years in the field, Yannick is our **analytics expert**, known for his ability to think outside the box and bring fresh perspectives to the team.

Our training team



Julien Delbauve

With a decade of **Social & SEA** experience, Julien is a podcast creator and a master of multi-tasking, adding a **creative touch** to our team.



Cedric Cauderlier

As the owner of Mountainview, Cedric is a keynote speaker and **strategy specialist**, also sharing his expertise as a teacher at Solvay Business School.



Fabian Van De Wiele

Fabian founded CLICKTRUST Academy in 2013. He has been active in the digital media sector for over 15 years and advises national and international brands on how to run better **digital media** campaigns.

100+

companies already participated



What others say about our trainings



We are grateful for the exceptional training provided. The content was not only valuable but also delivered at a remarkable level of expertise. The clarity of the information and the positive attitude throughout the sessions truly enhanced our learning experience.



Very didactic teacher, great sense of pedagogy, who knows how to popularize the most technical aspects to a non-technical audience, while being specific on the subject. The training is supported by concrete examples, focusing directly on the company and its practices, which is very relevant. We come out of this training with concrete ideas to implement directly in our day-to-day management.

Practical information

Timing

For each session, your team has the option to choose from one of the following **formats**:

- Half-day session: 9:30 to 13:00 / 13:00 to 16:30
- Full-day session: 9:30 to 16:30
- Evening session: 17:30 to 21:00

Location

We offer you the option to attend the training sessions at our **dedicated training centre** in Etterbeek, accommodating up to 8 participants. Each session comes with a delightful breakfast or lunch, beverages, and wholesome snacks.

Additionally, we also offer remote training and on-site sessions at your company's offices, provided they are located in Belgium.



Practical information

Pricing

The price is based on individual request and includes:

- The training
- Time to ask questions
- Training certificates
- Access to the training material
- Breakfast/Lunch, snacks & beverages

Language

We offer trainings in English, French and Dutch.

If your team is bilingual, we can also give two separate trainings.



Choose

from 17 trainings



✦	Digital Strategy	01
✦	Media Mix Modelling	02
✦	Generative AI for marketers	03
✦	Piwik Pro Analytics	04
✦	Matomo Analytics	05
✦	Google Analytics 4	06
✦	Google Tag Manager	07
✦	Google Ads Essentials	08
✦	Google Ads Advanced	09
✦	Google Ads Performance Max	10

Choose

from 17 trainings



✦	Google Video Ads	11
✦	Search Engine Optimization (SEO)	12
✦	Dashboarding & data visualization with Looker Studio	13
✦	Programmatic Advertising	14
✦	Facebook & Instagram Advertising	15
✦	LinkedIn Advertising	16
✦	TikTok Advertising	17

01

Digital Strategy

Transform your digital approach. Get expert guidance to build robust online strategies and enhance your marketing impact.

Goals of the course:

In this Digital Strategy course, you will learn to develop and implement comprehensive digital strategies that resonate with your business goals.

The focus will be on acquiring practical skills for analyzing market trends, understanding customer behaviors, and leveraging digital tools effectively.

By the end of the course, you will be equipped to create and execute digital plans that drive meaningful business results and stay ahead in the dynamic digital marketplace.

Is this course right for me?

This digital strategy training is perfect for marketing & communication professionals, and marketing managers who are keen to integrate cutting-edge digital strategies into their business practices.

The course provides the tools and knowledge to effectively navigate the complexities of the digital world, ensuring you stay ahead of the curve.



Media Mix Modelling

Master Media Mix Modelling with our expert-led training. Boost ROI by learning how to optimize ad spend allocation across channels.

Goals of the course:

The Media Mix Modelling course aims to equip you with the skills to strategically allocate marketing budgets across various channels, analyze complex datasets for insightful decision-making, and create customized media strategies that are uniquely effective for their specific business objectives.

Is this course right for me?

If you're seeking to harness the power of data in optimizing your advertising strategy across multiple channels, our Media Mix Modelling course is tailor-made for you.

Ideal for marketing professionals and data analysts, this course will empower you with the skills to make data-driven decisions, maximizing your advertising ROI. Dive into practical, real-world applications and come away with actionable insights for your business. Step into a world of informed media investment and make impactful decisions with confidence.

03

Generative AI for marketers

Unleash AI's potential in marketing. Learn to use generative AI for creative solutions and effective digital marketing tactics.

Goals of the course:

In this training, you will develop the skills to creatively integrate AI into your marketing campaigns.

You'll get hands-on experience with generative AI tools, helping you to create more engaging content and make smarter marketing decisions based on data.

With AI constantly changing, this course will give you the know-how and skills you need to keep up and stay ahead.

Is this course right for me?

Our 'Generative AI for Marketers' course is perfectly suited for marketing professionals eager to integrate advanced AI technology into their strategies.

If you're keen to explore innovative tools for enhancing creativity and efficiency in your marketing campaigns and possess a basic understanding of digital marketing concepts, this course will equip you with the necessary skills and insights to excel in modern marketing environments.

04

Piwik Pro Analytics

Goals of the course:

Since the switch from Universal Analytics to GA4, many companies have switched to Piwik Pro for privacy reasons and overall user-friendliness. However, there are differences with analytics, so following a training is definitely a good idea!

The goal of this training is that afterwards you fully understand how to get the most out of Piwik Pro, specifically tailored to your organization.

Is this course right for me?

Whether you are analyzing content, campaigns or the general behavior of your visitors, Piwik Pro is a tool that can quickly help you to gain insights. This training is therefore typically followed by campaign managers, content managers, communication teams, and overall digital marketing managers. Basic knowledge in digital helps, but is certainly not necessary.

What will I learn during this training?

- Introduction to web analytics
- Getting started with Piwik Pro
- Exploring the Piwik Pro interface & reports
- Make Piwik Pro fit your needs
- Prepare for the future
- Hands-on exercises

05

Matomo Analytics

Goals of the course:

Since the switch from Universal Analytics to GA4, many companies have switched to Matomo for privacy reasons and overall user-friendliness. However, there are differences with analytics, so following a training is definitely a good idea!

The goal of this training is that afterwards you fully understand how to get the most out of Matomo, specifically tailored to your organization.

Is this course right for me?

Whether you are analyzing content, campaigns or the general behavior of your visitors, Matomo is a tool that can quickly help you to gain insights. This training is therefore typically followed by campaign managers, content managers, communication teams, and overall digital marketing managers. Basic knowledge in digital helps, but is certainly not necessary.

What will I learn during this training?

- Introduction to web analytics
- Getting started with Matomo Analytics
- Exploring the Matomo interface & reports
- Make Matomo fit your needs
- Prepare for the future
- Hands-on exercises

06 Google Analytics

Discover the potential of Google Analytics 4, the game-changing new analytics tool

Goals of the course:

After completing our training, Google Analytics 4 will no longer hold any secrets for you. You will learn, among other things, to work with the new GA4 interface, discover how to interpret your data and become familiar with important terms within web analytics. But it doesn't stop there. Through hands-on exercises, you will gain the confidence to independently set up a new account and install it on your website.

Is this course right for me?

Whether you are analyzing content, campaigns or the general behavior of your visitors, Google Analytics is a tool that can quickly help you to gain insights. This training is therefore typically followed by campaign managers, content managers, communication teams, and digital marketing managers.

Even as an experienced marketer with knowledge of Universal Analytics, transitioning to the new GA4 can be challenging. This training is specifically designed to assist you during this transition and help you succeed.

What will I learn during this training?

- Introduction to web analytics
- Getting started with Google Analytics 4
- Exploring the Google Analytics 4 interface
- Make Google Analytics 4 fit your needs
- Prepare for the future
- Hands-on exercises

07

Google Tag Manager

Sick of asking for help every time you need to implement a new tag?

Goals of the course:

Managing multiple tags for your site can be a challenging task, and errors or redundant tags can bias data measurement. During this training, we will therefore teach you how to properly use Google Tag Manager to implement and manage tags.

Under the guidance of our experienced specialists, you will set up your own account and create your first tags and triggers, including the Google Analytics 4 tag, Facebook Pixel, LinkedIn Insights Tag, click listeners, scroll tracking, ...

Is this course right for me?

This Google Tag Manager course is perfect for digital marketers, campaign managers, marketing & communication specialists and web developers with at least a basic knowledge of Google Analytics, who would like to be able to implement and manage tags themselves as well, while learning more than just the basics.

What will I learn during this training?

- Introduction to tag management
- Getting started with Google Tag Manager
- Installing your first tags & triggers (incl. exercises)
- Introduction to server-side tracking
- More hands-on practice



Google Search Ads Essentials

Your company is running Google Ads but you feel you are only scratching the surface. How do you know if the results are good? Are you wasting money?

Goals of the course:

In this course, we'll share our secrets and teach you how to set up and run successful SEA campaigns. We'll cover topics such as the perfect campaign structure, keyword research, targeting specific audiences, bidding strategies, crafting compelling ads, and much more.

With the help of our experienced SEA specialists' tips and hands-on exercises, you'll gain a deep understanding of how to continually improve your SEA campaigns. Like that, you'll be able to drive more clicks, conversions, and profits through Google Ads.

Is this course right for me?

This course is ideal for people with a prior understanding of search advertising who would like a refresh! It is also perfect for marketers managing agencies or managing staff that execute campaigns.

What will I learn during this training?

- Introduction to SEA
- How to create a performing SEA campaign
- Keyword research
- Audiences
- Ads & ad extensions
- Bidding & budget management
- Improving SEA campaigns
- Hands-on practice

09

Google Search Ads Advanced

Take your Google Ads skills to a higher level! Our advanced training offers in-depth, practical guidance for marketers aiming for the top.

Goals of the course:

This advanced training course is designed to elevate your skills and understanding of Google Ads to a professional level.

Our expert instructors will guide you through cases and exercises ensuring that you can apply more advanced concepts directly to your business campaigns.

Is this course right for me?

Have you mastered the basics of Google Ads by now and would like to take your skills to an even higher level? Then you have come to the right place!

If you have little to no experience with Google Search Ads, we highly recommend taking the Google Search Ads training course prior to enrolling in this program.

10

Google Ads Performance Max

Are you really getting the most out of Google Ads' Performance Max campaigns?

Goals of the course:

During this training we will teach you all about Performance Max campaigns and explain you how to set up and manage successful Performance Max campaigns.

With the help of our experts' tips and hands-on exercises, you'll also gain a deep understanding of how to continually improve your Performance Max campaigns.

Is this course right for me?

This course is ideal for marketers who already have some experience with Google Search Ads and are seeking to deepen their understanding of Google Performance Max campaigns.

If you have little to no experience with Google Search Ads, we highly recommend taking the Google Search Ads training course prior to enrolling in this program.

What will I learn during this training?

- Introduction to Performance Max campaigns
- Creating a performing Performance Max campaign (incl. exercises)
- Optimize your Performance Max campaigns like an expert (incl. exercises)
- AI in Performance Max campaigns



Google Video Ads

Elevate your advertising game on YouTube! Learn cutting-edge tactics for engaging and converting your ideal audience.

Goals of the course:

We will teach you how to set up successful video campaign and show you how to make the most of YouTube's unique features, ensuring your advertising budget is utilized wisely for significant results. You will learn how not just to reach your audience but to truly engage and convert them.

By the end of this training, you'll be skilled in launching and managing YouTube ad campaigns that perfectly align with your marketing objectives.

Is this course right for me?

Already running advertising campaigns in YouTube but want more control and better results? Perfect! Our course is designed for marketers who want to take charge of their own video ads on YouTube and go beyond the basics.

What will I learn during this training?

- Introduction to YouTube Advertising
- Creating a performing YouTube campaign (incl. exercises)
- Optimize your YouTube campaigns like an expert (incl. exercises)
- AI & video marketing

12

Search Engine Optimization (SEO)

Wondering why your website isn't ranking well in the SERP? Are you sure your website's content is SEO-friendly? Develop a solid approach for optimizing website content and a better search engine ranking.

Goals of the course:

In this training, we will:

- Help you avoid the most common mistakes in SEO
- Share our best practices
- Teach you how you can future-proof your SEO strategy.

Is this course right for me?

This SEO course is ideal if you are a marketing specialist with basic SEO knowledge, but who needs a refresh and update

What will I learn during this training?

- The evolution of SEO
- Keyword research
- SEO best practices
- Technical SEO deep-dive
- SEO for website migrations
- Linkbuilding
- SEO tools & workflows

13

Dashboarding & data visualization with Looker Studio

Build impactful dashboards to better understand, monitor and communicate your data.

Goals of the course:

Visualizing your data is one of the most impactful ways to communicate complex data, and it will help you better understand and monitor it. This is easier said than done. Most dashboards are horrible data pukes.

During this training, we will teach you how to present the right data to obtain insights and move people in the organization.

Is this course right for me?

Sick of receiving incomprehensible reports and managing teams that all seem to have KPIs in silos? Is that a yes? Then this training might be what you are looking for.

What will I learn during this training?

- Defining the right KPIs
- What metrics make sense for which type of stakeholder?
- Visualization techniques
- Dashboarding tools & data connectors
- Looker Studio: best practices
- Hands-on: Build your own simple dashboard

Programmatic Advertising

Learn the inner workings of programmatic advertising and Google DV360.

Goals of the course:

In this course, we'll share our secrets and teach you how to set up and run successful campaigns in Google DV360. We'll cover topics such as the anatomy of a DV360 account, targeting specific audiences, ensuring brand safety, budget management & bidding strategies, conversion tracking and much more.

With the help of our specialists' tips and hands-on exercises, you'll also gain a deep understanding of how to continually improve your campaigns. Like that, you'll be able to drive more clicks, conversions, and profits through Programmatic Advertising.

Is this course right for me?

This course is ideal for marketers and channel specialists with an understanding of display advertising who want to expand their channel mix with programmatic advertising.

What will I learn during this training?

- Introduction to programmatic advertising
- Getting started with Google Display & Video 360 (DV360)
- How to create a performing DV360 campaign
- Optimizing DV360 campaigns
- Hands-on practice

15

Facebook & Instagram advertising

Are you really getting the most out of Meta Ads?

Goals of the course:

In this course, we'll share our secrets and teach you how to set up and run successful Facebook & Instagram campaigns. We'll cover topics such as the perfect campaign structure, crafting compelling ads, targeting specific audiences, budget management bidding strategies, setting up the Facebook pixel for conversion tracking and much more.

With the help of our experienced social media specialists' tips and hands-on exercises, you'll gain a deep understanding of how to continually improve your campaigns.

Is this course right for me?

Already running Facebook and/or Instagram campaigns but want more control and better results? Perfect! Our course is designed for marketers who want to take charge of their own ads in Facebook & Instagram and go beyond the basics.

What will I learn during this training?

- Introduction to advertising on Facebook
- Getting started with the Meta Ads Manager
- How to create a performing Facebook/Instagram campaign
- Optimizing Facebook/Instagram campaigns
- Hands-on practice



LinkedIn advertising

Discover the secrets to running successful campaigns on LinkedIn.

Goals of the course:

In this course, we'll delve into the strategies that make LinkedIn advertising campaigns successful, drawing on our experience of guiding numerous companies.

We'll delve into key topics such as crafting compelling ads, precise audience targeting, efficient budget allocation, and effective bidding strategies. Additionally, we'll explore the ins and outs of using LinkedIn's analytics, ensuring you can measure and maximize your campaign's impact.

Is this course right for me?

Already running LinkedIn campaigns but want more control and better results? Perfect! Our course is designed for marketers who want to take charge of their own LinkedIn ads and go beyond the basics.

What will I learn during this training?

- Introduction to ABM (account-based marketing)
- Introduction to advertising on LinkedIn
- Creating a performing LinkedIn campaign
- Measuring the success of your LinkedIn campaigns
- Optimizing your LinkedIn campaigns like an expert
- Tools to help you get the most out of LinkedIn advertising
- Hands-on practice

17

TikTok advertising

Master TikTok Advertising with this expert-led training. Boost your brand's reach & engagement on the world's fastest-growing platform.

Goals of the course:

In our TikTok Advertising course, you'll delve into the dynamic world of TikTok's unique advertising platform, gaining insights into its audience, ad formats, and algorithm.

You'll learn the art of crafting engaging content that resonates with TikTok users, driving brand interaction and engagement. The course also emphasizes data-driven decision-making, empowering you to optimize campaigns using TikTok's analytics tools for maximum impact.

Is this course right for me?

If you're a digital marketer, social media manager, marketing & communication specialist or content creator looking to leverage TikTok's explosive growth, this course is designed for you

What will I learn during this training?

- Introduction to advertising on TikTok
- Setting up a campaign in TikTok
- Measuring the success of your TikTok campaigns
- TikTok Tools
- Hands-on exercises

Interested in our trainings?

If you'd like to explore the options for a custom digital marketing training program for your team, please don't hesitate to reach out to us.

We're looking forward to help your team grow!



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