

Free training from Google Engage Academy during Cape Town visit

Following its first event in Johannesburg, Google Engage Academy will hold a free full-day seminar on Google products on 17 October 2013 in Cape Town.

The event will cover such topics as AdWords, Google Display Network, YouTube and Google Analytics and sessions aimed at helping small digital agencies webmasters, search engine marketers and anyone else who helps businesses succeed online to grow their business.



Free access for members

Engage members receive free access to educational resources, training workshops, telephone support and promotional vouchers to help their customers get started with online advertising.

"To make sure South Africa maximises the potential impact of the internet on our economy, we must have a large number of really good digital agencies that can help other businesses make the most of the online opportunity," says Google Country marketing manager Elizma Nolte.

"Over the past two years more than 1000 agencies and web professionals have benefited from Google Engage and we now want to provide even more free training and programme benefits - we'll be announcing some of these at the Engage Academy in Cape Town."

Succeed online

The day will start with a keynote by Google country director, Luke McKend, after which attendees will be able to choose from three tracks - AdWords Basics; Advanced Tips and Tools; and Growing Your Agency.

Google Engage for Agencies launched in South Africa two years ago and is now in more than 50 countries worldwide, serving thousands of agencies who in turn help hundreds of thousands of small and medium enterprises succeed online.

For more information, go to www.google.co.za/ads/engage or email engagesa@google.com.