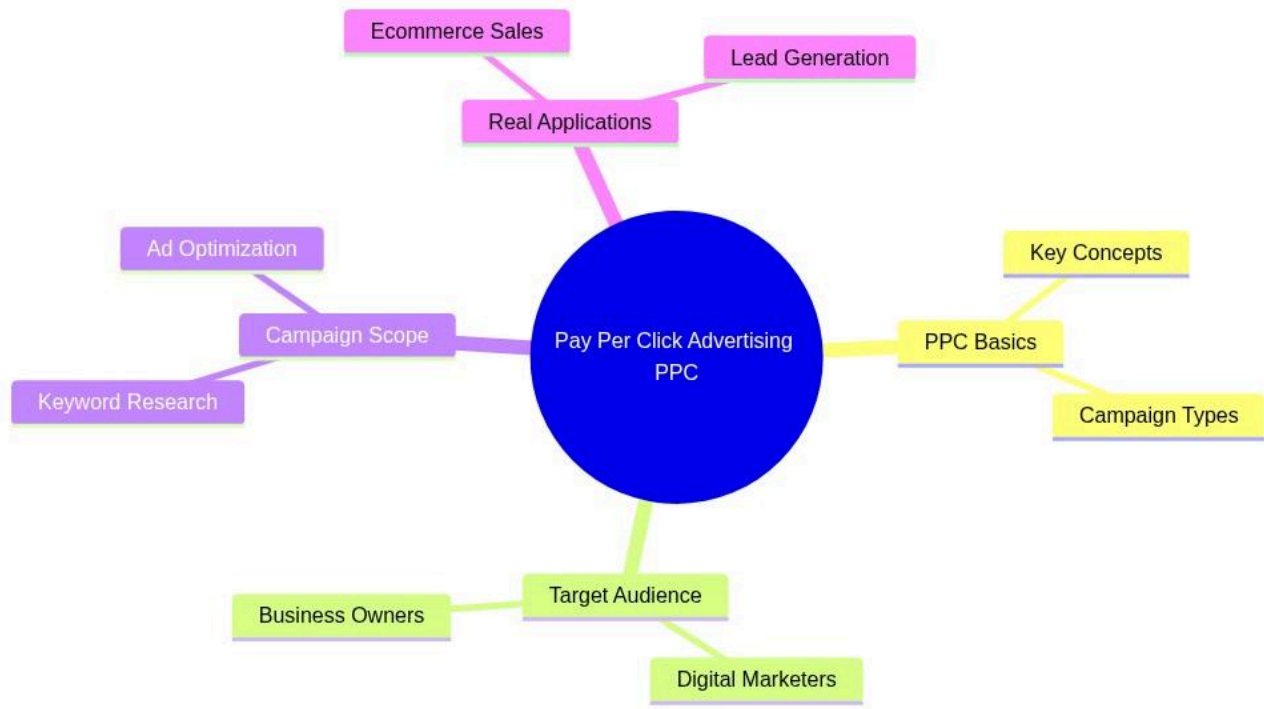


Digital Marketing Certificate

Pay-Per-Click Advertising (PPC)



mindmap

```

root((Pay Per Click Advertising PPC))
  PPC Basics
    Key Concepts
    Campaign Types
  Target Audience
    Digital Marketers
    Business Owners
  Campaign Scope
    Keyword Research
    Ad Optimization
  Real Applications
    Ecommerce Sales
    Lead Generation
  
```