



## Media Release

FOR IMMEDIATE RELEASE

### **SEARCH ENGINE COLLEGE TO PROVIDE HANDS-ON TRAINING TO MARKETERS IN 62 COUNTRIES**

**March 3, 2014:** On-line training institution [Search Engine College](#) today announced they will be enhancing their training curriculum by providing US \$100 in [Bing Ads](#) advertising credits to search marketing students in 62 countries.

As part of their training curriculum, Search Engine College tutors walk students who are new to search marketing step-by-step through the process of setting up a new [Bing Ads](#) advertising account and structuring their campaigns to achieve their maximum conversion potential across the Yahoo Bing network.

With the assistance of [Microsoft Advertising](#), Search Engine College is now able to help new marketers apply this knowledge to an active advertising campaign by providing US \$100 worth of *Bing Ads* advertising credit to every student.

Mr Sam Brown, SMB Partner Account Manager for Microsoft Global Search & Display Services said:

*“We are delighted to support the paid search training at Search Engine College by providing all students with Bing Ads credit to begin learning the art of search marketing in a real life situation.*

*“They’ll use the credit to launch an actual search marking campaign for their website or company, using Bing Ad’s advertising platform to reach searchers using the Yahoo Bing Network. We believe that the ability to work on a live advertising campaign will enhance their training experience and provide a useful testing ground to grow their businesses.*

As Bing Ads Accredited Professionals, the College’s tutors will guide the students through each step in the process, helping them realize the substantial return-on-investment benefits that can result from search engine marketing



Search Engine College courses are aimed at a wide variety of people who could benefit from education in search engine marketing, including business owners, web designers, marketing executives, advertising agencies, students and freelancers. The College recently accepted their first enrollment from Jamaica, bringing their global reach up to 62 countries.

In addition to providing access to all courses via a [monthly subscription](#), Search Engine College also has agreements with international academic partners that distribute their courses to hundreds of university and colleges throughout the US and Europe.

*“Having our training model supported in this way by Microsoft helps us to provide a superior education experience to our students worldwide”,* says Kalena Jordan, Search Engine College’s Director of Studies.

*“It means that anyone with a computer and an Internet connection can learn search engine marketing with us in their own time-frame and begin attracting new customers to their business, no matter where they are in the world. Physical location, mobility and marketing budget are no longer obstacles to their goals and ambitions. They can start advertising immediately and learn as they go.”*

All Search Engine College students will be provided with their *Bing Ads* advertising credit in the form of a coupon via email. Enrollments at Search Engine College are accepted 24 hours a day via the [web site](#).

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### **About Search Engine College**

*[Search Engine College](#) is an on-line training institution offering self-study or instructor-led on-line courses in various Search Engine Marketing subjects to marketers in 62 countries. Since its inception in 2004, Search Engine College has set new industry standards for education and training in the field of Search Engine Marketing by providing online courses to a worldwide audience. Search Engine College is wholly owned by Jordan Consulting Group Ltd in New Zealand.*



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