

Designing and Delivering the Live Learning Experience

By Lovely Kumar and Anila Rattan

Agenda

- ▶ Case study on Live Learning
 - ▶ Google search
 - ▶ Everything
 - ▶ Wikipedia
 - ▶ Google Books
 - ▶ Google Video's/You tube
 - ▶ Getting a community to comment and enhance our work
 - ▶ LinkedIn
 - ☐ Answers
 - ☐ Groups



Business issue...

- ▶ Larks Learning is a Training and Psychometric assessment company.
- ▶ As all businesses we want to increase sales.
- ▶ Our past experience says that we get business through 2 sources:
 - ▶ Referrals
 - ▶ The internet.

So, we want to enhance our ability to get leads through the internet.

Google to the rescue...



Search for Information

Type in Search box: How to increase leads from Google?



The screenshot shows a Windows Internet Explorer browser window displaying a Google search for "How to increase leads from google?". The search bar at the top contains the query, and a large blue arrow points to the search button. Below the search bar, the results show "About 61,200,000 results (0.25 seconds)". The first result is titled "5 Ways to Increase Leads from Google AdWords..." from groovecommerce.com, dated 31 May 2011. The second result is titled "Quickest Way To Increase Leads Via Google - YouTube" from gmtaustralia, dated 30 Mar 2010. The third result is titled "5 Ways to Increase Leads from Your Web Site - M..." from biznik.com, dated 14 Jan 2010. The fourth result is titled "Google Affiliate Network - Drive conversions with p..." from google.com. The browser's address bar shows the URL "http://www.google.co.in/#client=psy-ab&hl=en&...". The taskbar at the bottom shows various application icons and the system clock indicating 2:52 PM on 12/2/2011.

how to increase leads from google? - Google Search - Windows Internet Explorer

http://www.google.co.in/#client=psy-ab&hl=en&...

File Edit View Favorites Tools Help

Google in google? Search More >> 5.6k

+You Web Images Maps News Orkut Gmail More - lovelykumar1972@gmail.com

Google

How to increase leads from google?

Search About 61,200,000 results (0.25 seconds)

61,200,000 results

Everything

Images

Maps

Videos

News

More

New Delhi, Delhi

Change location

The web

Pages from India

More search tools

5 Ways to Increase Leads from Google AdWords...
www.groovecommerce.com/.../5-ways-to-increase-leads... - United States +1
31 May 2011 - Being able to generate **leads** online is important and **Google** AdWords is a great way to drive new traffic to your site. Many businesses have ...

Quickest Way To Increase Leads Via Google - YouTube
www.youtube.com/watch?v=EkQ4qBvmr_Q +1
30 Mar 2010 - 1 min - Uploaded by gmtaustralia
One of the quickest ways to **increase** your **leads** & sales via **Google**. Getting your site to convert at a ...

More videos for How to increase leads from google? »

5 Ways to Increase Leads from Your Web Site - M...
biznik.com > Articles > Marketing & Sales +1
14 Jan 2010 - Here are 5 ways to **increase** the number of **leads** generated from your ... Is your web site going to appear first on the **Google** search results, or is ...

Google Affiliate Network - Drive conversions with p...
www.google.com/ads/affiliatenetwork/...

Start

Address

2:52 PM 12/2/2011

Scan the first page of the results

- ▶ Scanning throws up a few things
 - ▶ Google Ad words
 - ▶ SEO
 - ▶ Google affiliate network
 - ▶ Google website analyzer
 - ▶ LinkedIn
 - ▶ Blog
 - ▶ Now you have more specific keywords to research.
-

Now search in Wikipedia (wisdom of the crowds)



► Go to: www.wikipedia.com

A screenshot of a Windows Internet Explorer browser window. The address bar shows the URL "http://en.wikipedia.org/wiki/Google_adwords". The page title is "AdWords - Wikipedia, the free encyclopedia". The page content includes a Wikipedia logo, a sidebar with navigation links, and a main article area. A large blue arrow points from the text "Search option" to a search box in the top right corner of the page. The article title is "AdWords" and it is a redirect from "Google adwords". The article text describes Google AdWords as Google's main advertising product. A "Please read: A personal appeal from Wikipedia programmer Brandon Harris" banner is visible. A table on the right lists details about Google AdWords, including the developer (Google Inc.), initial release date (October 23, 2000), and type (Online advertising).

AdWords - Wikipedia, the free encyclopedia - Windows Internet Explorer

File Edit View Favorites Tools Help

Google Search More >> +1 0

Log in / create account

Search

Article Discussion

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact Wikipedia

Toolbox
Print/export

Languages

Please read:
**A personal appeal from
Wikipedia programmer Brandon Harris**

Read now

AdWords

From Wikipedia, the free encyclopedia
(Redirected from [Google adwords](#))

Google AdWords is Google's main advertising product and main source of revenue. Google's total advertising revenues were [USD\\$28 billion](#) in 2010.^[2] AdWords offers [pay-per-click](#) (PPC) advertising, cost-per-thousand (CPM) advertising, and site-targeted advertising for text, banner, and rich-media ads. The AdWords program includes local, national, and international distribution. Google's text advertisements are short, consisting of one headline consisting of 25 characters and two additional text lines consisting of 35 characters each. Image ads can be one of several different [Interactive Advertising Bureau](#) (IAB) standard sizes. Google has also started a beta

Google AdWords

Developer(s)	Google Inc.
Initial release	October 23, 2000 ^[1]
Type	Online advertising

Address

3:20 PM
12/2/2011

Now search on Google for “Ad words”



► Hot tip: Concentrate of natural search results

The screenshot shows a Google search for "ad words" in a Windows Internet Explorer browser. The search results page displays the Google logo, the search query "ad words", and the number of results "About 934,000 results (0.26 seconds)".

On the left side, there is a sidebar with navigation links: Everything, Images, Maps, Videos, News, More, New Delhi, Delhi, The web, Any time, Past hour, Past 24 hours, Past week.

The search results are divided into two main sections:

- Sponsored Search:** This section contains two advertisements. The first is "Join Google AdWords For | Google.com" with a link to www.google.com/AdWords and text "Rs 250 Only. Choose Your Budget, Keywords & Start Advertising Now!". The second is "Online Ad Order Solution | ADvendio.com" with a link to www.advendio.com and text "Proposals, Orders, Ad Ops, Billing ad server integration included".
- Natural Search:** This section contains two organic search results. The first is "Google AdWords - Online Marketing & Pay Per Cli..." with a link to <https://adwords.google.co.in/> and text "Promote your website with online ads on Google and our partner network. Attract customers and gain market share with cost-effective online marketing. Choose ...". The second is "Google AdWords - Online Advertising by Google" with a link to adwords.google.com/ and text "Advertise with Google AdWords ads in the Sponsored Links section next to search results to boost website traffic and sales. With Google AdWords pay-per-click ...".

Two large blue arrows point to the "Sponsored Search" and "Natural Search" sections, indicating the focus of the search results.

Click on sites in Natural Search



Google AdWords - Online Marketing & Pay Per Click Advertising - Windows Internet Explorer

https://accounts.google.com/ServiceLog

File Edit View Favorites Tools Help

Google ad words Search More >>

Dominating Google through ... Google Larks The Shri Ram School - Web ... HDFC Bank Personal Bankin... Google AdWords Home Gmail - Inbox (4) - lovelyku... Welcome, Lovely! LinkedIn Extended DISC Online System

Google AdWords

Change Language: English (Australia)

Promote your business on Google

- Show your ads on Google for free - pay only when people click to visit your website
- Set your own budget - there's no minimum spending requirement
- Target customers anywhere around the world

Offer web-related services to your clients?
Get free AdWords education with Google Engage. [Learn more >](#)

Your Ad Title Here
Attract Customers Searching For Your Business on Google
[www.YourCompany.co.in](#)

Why hesitate? You can start acquiring new customers in just 15 minutes. [Start now >](#)

How can Google AdWords help my business?

Attract interested customers Show your ads at the exact moment when potential customers are searching on Google for your products or services.	Reduce your advertising costs Pay only when people click on your ads. The amount you pay for each click is up to you, and there is no minimum spend required.
--	---

Make changes whenever you want

Make informed decisions

Ready to get started?

[Sign up now >](#)

Want a hand creating your first campaign?
Call: 1860 266 6622
(Standard local call charges apply). [More...](#)

Sign in with your Google Account

Email:
ex: pat@example.com

Password:

☒ Stay signed in

[Sign in](#)

[Can't access your account?](#)

Start running your ads in just three steps

- 1 Create your account
- 2 Create first ad campaign
- 3

Start

Address

10:32 AM
12/5/2011

Continue your search.....

Search for Videos on Google Ad words in Google Videos and You Tube



google adwords - Google Search - Windows Internet Explorer

http://www.google.co.in/search?q=Google+adwor...

File Edit View Favorites Tools Help

Google adwords

Search

About 99,400 results (0.27 seconds)

Safe Search moderate

Everything
Images
Maps
Videos
News
More

The web
Pages from India

Any duration
Short (0-4 min.)
Medium (4-20 min.)
Long (20+ min.)

Any time
Past hour
Past 24 hours

Ads

आपकी वेबसाइट | freeadbank.com
www.freeadbank.com/call-9461911191/
यहाँ हो सकती है कूपन मिलते हैं 9461911191

Online promotion company | vayamcs.com
www.vayamcs.com
Startup price 5000/- SEO/SEM/SMM. Top10 Guaranteed. +91-9818766556

AdWords Management Agency
googleadwords.o3mdm.com/Google Ads
Authorized AdWords Agency in India. Certified Professionals. Contact Now

An introduction to Google AdWords
youtube.com
7 Feb 2008 - 4 min - Uploaded by Ibhirm
How to get started with Google AdWords.
Visit adwords.google.co.uk

Google AdWords Bidding Tutorial
youtube.com
15 Sep 2009 - 10 min -

Ads

एडवर्ड्स कूपन
www.bestclassads.co.cc
यहाँ मिलते हैं
Call- (+91-9782763019)

AdWords Training Course
program.niitimperia.com/AOAP
From NIIT Imperia. Learn PPC/SEM Marketing. Boost Your Online Career!

" Adwords Is What We Do "
www.saiinfoservices.com/9971790372
Cut Costs And Beat Competitors With Professional Campaign Management.

Googleadwords
googleadwords.int.ask.com
Find The Best Results For Googleadwords. Find It!

キーワード広告で集客
www.contentslab.net

Start

Address

10:35 AM
12/5/2011

Go to youtube.com



An introduction to Google AdWords - YouTube - Windows Internet Explorer

http://www.youtube.com/watch?v=uFzoM59t... Received Messages | LinkedIn An introduction to Google Ad... x

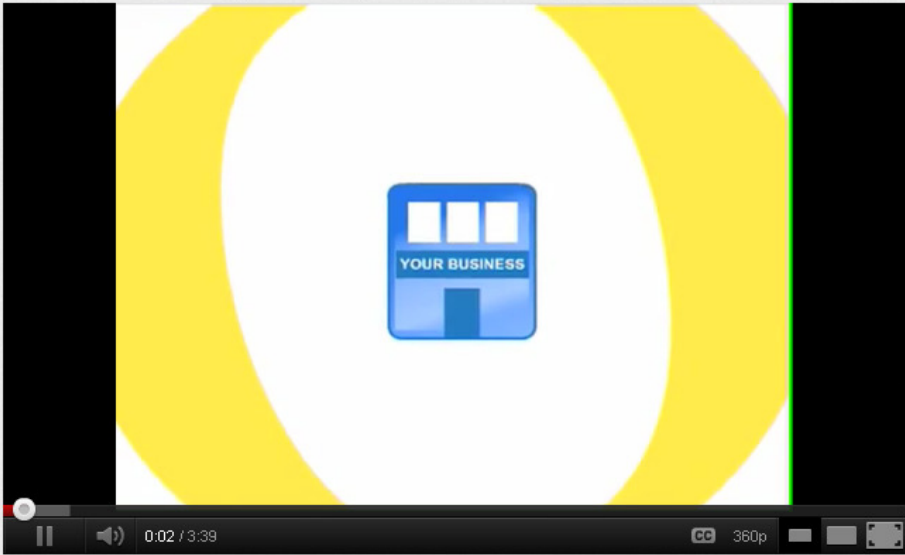
File Edit View Favorites Tools Help Google adwords Search More >> +1 5

in Dominating Google through ... Google Larks The Shri Ram School - Web ... HDFC Bank Personal Bankin... Google AdWords Home Gmail - Inbox (4) - lovelyku... Welcome, Lovely! LinkedIn Extended DISC Online System

YouTube Browse Movies Upload Create Account Sign In

An introduction to Google AdWords

lhbirm + Subscribe 3 videos v



0:02 / 3:39 360p

Like Add to Share 138,979

Uploaded by **lhbirm** on Feb 7, 2008

90 likes, 4 dislikes

9 videos Analytics & AdWords About the new look | Send feedback x

Use keepvid.com to download video's



KeepVid: Download and save any video from Youtube, Dailymotion, Metacafe, iFilm and more! - Windows Internet Explorer

http://www.keepvid.com/

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Google Search More >> 482

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KEEPVID

download streaming videos

 **Download**

DOWNLOAD

 **DOWNLOAD**  **PLAY NOW**

KeepVid Program

Download the program
[Click here](#) to download latest version of the KeepVid for **Windows** (1.142). *updated 13/08/2011*

Running the program
After you download the KeepVid program, you will need to purchase a license to activate the program and start downloading videos.
Please note that the program works on **Windows only**.

 **Buy Now**



Re-send license key *updated*

If you purchased the program and have not received your license key, please **check your spam/junk folders** for an e-mail from noreply@keepvid.com. If you still can't find it, enter your **PayPal** e-mail address below:



Start  Address  10:53 AM 12/5/2011

AV



Continue your search.....

Search for books on Google Ad Words under Books Search



google adwords - Google Search - Windows Internet Explorer

http://www.google.co.in/search?q=Google+adwords

File Edit View Favorites Tools Help

Google adwords Search More >>

+You Web Images Maps News Orkut Gmail More >

Sign in

Google

Google adwords

Search

About 29,800 results (0.51 seconds)

Everything
Images
Maps
Videos
News
Books
More

Browse Books

The web
Pages from India

Any view
Preview and full view
Full view

आपकी वेबसाइट | freeadsbank.com
www.freeadsbank.com/call-9461911191/
यहाँ हो सकती है कूपन मिलते हैं 9461911191

Googleadwords | Googleadwords.int.Ask.com
googleadwords.int.ask.com
Find The Best Results For Googleadwords.Find It!

AdWords Management Agency
googleadwords.o3mdm.com/Google Ads
Authorized AdWords Agency in India. Certified Professionals.Contact Now

Ultimate Guide to Google Ad Words: How To Access 100 Million ...
books.google.co.in
Perry S. Marshall, Perry Marshall, Bryan Todd - 2010 - 304 pages - Preview
Presents strategies for writing a successful Internet advertising campaign using Google AdWords.
More editions

Winning results with Google AdWords
books.google.co.in
Andrew Goodman - 2008 - 400 pages - Preview
"Andrew Goodman is the world's leading authority on Google Adwords. ... This book had better be on your desk, not on your shelf, if you expect to win with Google AdWords."

Ads Ads

Online promotion company
www.vayamcs.com
Startup price 5000/- SEO/SEM/SMM.
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www.bestclasscads.co.cc
यहाँ मिलते हैं
Call- (+91-9782763019)

AdWords Training Course
program.niitimperia.com/AOAP
From NIIT Imperia. Learn PPC/SEM Marketing.Boost Your Online Career!

" Adwords Is What We Do "
www.saintinfoservices.com/9971790372
Cut Costs And Beat Competitors With Professional Campaign Management.

What Is Adwords
www.attrakt.com

Start

Address

10:34 AM
12/5/2011

Continue your search.....

Getting a community to comment
and enhance our work

Use LinkedIn answers to get peer advice



Answers: Home | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/answers?trk=hb_tab_ayn

Answers: Home | LinkedIn x Lovely Kumar (lovelykumar2009...

File Edit View Favorites Tools Help

Google Search More >> +1 0

in Dominating Google through ... Google Larks The Shri Ram School - Web ... HDFC Bank Personal Bankin... Google AdWords Home Gmail - Inbox (4) - lovelyku... Welcome, Lovely! LinkedIn Extended DISC Online System

LinkedIn Account Type: Basic

Lovely Kumar Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

Answers Search... Advanced

Answers Home Advanced Answers Search My Q&A Ask a Question Answer Questions

Ask a Question

What has been your experience with Google Ad Words?

Next

Answer Questions

Recommended categories for you:

- Occupational Training
- Education and Schools
- Mentoring
- Work-life Balance
- Planning

Rate Answers

You have 1 closed question to rate:

Searching for a company in Gurgaon, India that can help in...

Featured Category

Startups and Small Businesses

Sponsored by: HYUNDAI NEW THINKING. NEW POSSIBILITIES.

New Questions From Your Network

? **What are the 5 Top Criterias to be considered while selecting a right Vendor for SME"s**

48 answers | Asked by Bhavesh Kothari (2nd) | 19 minutes ago in Planning

? **Why should a Company have "VISION", "MISSION" & "VALUE" statements. Why is it Important!**

100 answers | Asked by Bhavesh Kothari (2nd) | 19 minutes ago in Corporate Governance

My Q&A

You have 0 open questions.

Ask a question now.

» View all your questions & answers

Browse

Administration

Start

Address

11:31 AM 12/5/2011

Also use Groups to get peer advice



Training and Psychometric Assessments | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/groups/Training-Psychome... Training and Psychometric A... Lovely Kumar (lovelykumar2009...)

File Edit View Favorites Tools Help

Google Search More >>

Dominating Google through ... Google Larks The Shri Ram School - Web ... HDFC Bank Personal Bankin... Google AdWords Home Gmail - Inbox (4) - lovelyku... Welcome, Lovely! LinkedIn Extended DISC Online System

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Groups Search...

Training and Psychometric Assessments

Discussions Members Promotions Jobs Search Manage More... Share group

Take a minute to set up your open group for success.
[Modify write permissions in Group Settings »](#)
[Edit your Group Rules »](#)

Your Activity

Start at: Discussion

Please share your experience with Google Ad Words. Any tips to maximize efforts? 120

Add more details...

Attach a link

Share

Choose Your View NEW Show all RSS discussions

Thank you Lovely for the invite. Look forward to an enriching interaction with the group • 3 days ago

Like Comment Flag More

Latest Updates

Thaseen Abdul has joined the group.
[Send message](#) • 1 hour ago

shailesh seksaria has joined the group.
[Send message](#) • 23 hours ago

Ramakanth Maddipudi likes this discussion by Lovely Kumar
Why do you think the use of psychometric tests are useful? How does it make business sense for the CEO?
Like (3) • 2 days ago
[See all updates »](#)

Lovely, Follow Citi

Start

Address

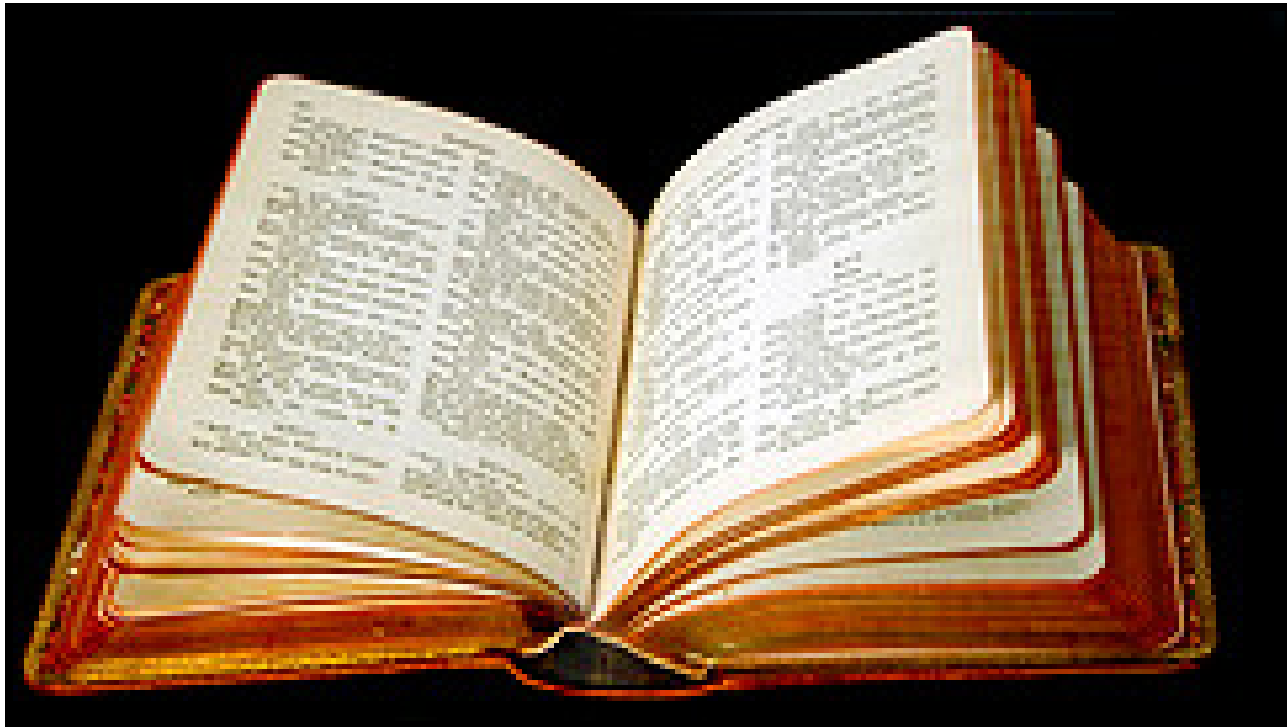
11:34 AM 12/5/2011

Continue your search.....

Q&A



Wrap-Up



This photo belongs to Brenda.

Starr<http://www.flickr.com/photos/brenda-starr/5813347420/>