



Trainer's Profile  
**MELINDA  
SAMSON**

click-winning content



**Book Melinda today**

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Specialized in:



**ClickWinningContent.com.au**

# About Melinda

*Melinda's AdWords agency is a Premier Google Partner and she has specialisations in Search, Display, Mobile, Video and Shopping. Beginning her career in a lab coat after completing a Science degree at the University of Melbourne, she has since combined her science nerd brain with 23 years of sales and marketing experience to optimise thousands of AdWords campaigns.*

Melinda's experience includes working for a global software company in the position of Asia Pacific Marketing Manager, a role that grew to include setting up and managing AdWords campaigns for all countries in Asia Pacific and Europe.

Clients ranging from small businesses to large corporations and not-for-profits tell Melinda that they love working with someone who cares about their online results as much as they do. Training attendees walk away with hands on skills, confidence and an actionable plan to get more value from AdWords and Analytics.

"Having had some bad experiences from various AdWords agencies in the past we decided to run our own AdWords in-house. Melinda at Click-Winning Content has been a fantastic help to our business and has guided and trained us on setting up our own AdWords Campaign in-house.

As a result of Melinda's help our clicks to our website have now doubled and we are thrilled with the results. We couldn't have done this without Melinda's help."

**VICKI CIVIL**

*Burdens Bathrooms*



*If you're looking for a knowledgeable, passionate and engaging trainer to empower your team to get a better return from Google AdWords and/or understand the power of your Google Analytics data, contact Melinda.*

*Hands on training is delivered in a down-to-earth style, based on real world experience working with clients as a Premier Google Partner. Within a few hours we'll take your business from Search to Results. No Google speak required!*

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# Training Topics

Based in Melbourne, Melinda is available for in-house and remote training workshops for businesses, corporations, not-for-profits and networking groups throughout Australia.

## Google AdWords

TOPIC	DESCRIPTION	SUITABLE FOR
<b>Google AdWords Speak for the Non Google Geek</b>	Learn terminology and discover best practices for setting up and optimising your AdWords campaigns.	Business owners, Corporations and Not-for-Profits
<b>Google AdWords Question and Answer Session</b>	An interactive presentation where your audience can ask their questions live.	Networking Groups and Conferences
<b>The Power of AdWords to Build Your Business</b>	An overview of the different types of AdWords campaigns including Search, Display, Remarketing and YouTube and their success factors.	Business owners, Corporations and Not-for-Profits
<b>Google AdWords Campaign Set Up and Optimisation</b>	A hands-on review of your new and existing AdWords campaigns including updates to improve your outcomes.	AdWords focused individuals, Corporations, Not-for-Profits and teams who work together

## Google Analytics

TOPIC	DESCRIPTION	SUITABLE FOR
<b>Fast Track Your Google Analytics Success</b>	A step-by-step process for understanding your Google Analytics data and using it to build your business.	Business owners, Corporations and Not-for-Profits
<b>Google Analytics Speak for the Non Google Geek</b>	High level overview of best practices for making the most of Google Analytics.	Business owners, Corporations and Not-for-Profits

# Let's Connect

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[ClickWinningContent.com.au](https://ClickWinningContent.com.au)

“Melinda addressed our group of WordPress users and professionals at WordChicks Melbourne. She unravelled the mysteries of Google Analytics for our audience. It was a fantastic opportunity for our women to learn and to be empowered to read and understand the nature of their web traffic and what they can do to maximise the data to improve their future results.

I couldn't be happier to recommend Melinda, she really knows her stuff and the thing I heard repeatedly after she presented about Google Analytics to the WordChicks Melbourne Meetup is that people couldn't wait to get home, log in and put into practice what they learned.”

### **DEE TEAL**

*WordChicks Melbourne*

“Melinda's knowledge about Google advertising and analytics is second to none. She is extremely professional and the level of integrity she shows means that I always know she's doing the best for my business.”

### **BELINDA WEAVER**

*Copywrite Matters*

“When we started out we had a product that worked and a web page we wrote ourselves. We advertised with Google AdWords but got very little results. Melinda revamped and managed our AdWords campaigns and we got immediate results. Now we have a viable business which has grown by more than 30% each year and which increased 50% this year. We highly recommend her.”

### **BRIAN MURPHY**

*General Manager, Stillswim*

“Melinda's expertise in the Google world has resulted in setting up Google Analytics for businesses across the Arrium organisation so we can get more value out of our websites.

Not only is Melinda's engagement professional, she goes above and beyond to ensure she delivers the best service to the customer.”

### **SHANNON EAGLES**

*Digital Communications Manager, Arrium*