

# iPro Academy 2.0 Case Studies Prove The Value Of The Program

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An updated popular Pay-Per-Click training, the iPro Academy, has launched, promising to show tried-and-true and cutting-edge ways to drive traffic with PPC advertising.



With the launch of iPro Academy 2.0, budding internet entrepreneurs now have access to training modules that can show them not just why paid marketing strategies are important but how to use them well. The training was created by veteran online marketer Fred Lam, the CEO and Founder of iPro Interactive Marketing, and strives to break down the secrets to driving traffic to websites in ways anyone can understand and implement.

Internet marketing is an ever-changing field, and the iPro Academy 2.0 training teaches the basics everyone needs to know along with the freshest methods of attracting website visitors who are likely to purchase the product or service you offer. This isn't just bringing traffic but targeted traffic to your sales materials, so you don't waste bandwidth and effort on people who will probably just pop over to your website and then surf off into the wild blue web.

Since the [iPro Academy 2.0](#) training includes cutting-edge techniques and insight into the latest dynamics of the field, it's helpful to all levels of marketers – even ones who are already established. "iPro Academy is a full featured paid traffic training course and what makes it stand out is Fred Lam's ability to explain not only how to setup paid advertising campaigns, but also why he does things the way he does," says CEO of Semantic Mastery Bradley Benner. "This approach is what's missing from most Pay-Per-Click training programs. I've learned several new methods myself."

The training materials walk participants through every step of building a profitable website, right from

how to locate a competitive niche market to boosting sales once a business is solidly off the ground. There are also plenty of visual tools and action plans to appeal to many styles of learners as the materials cover industry-specific topics like sales funnels, direct linking, pre-sale pages, and how to use social media to advantage. There is also a private Facebook group for participants to share ideas and even pick the brain of iPro Academy 2.0 founder Fred Lam himself.

For more information on the iPro Academy 2.0 training and how it can maximize the quality traffic to your website along with other tricks of the trade, visit <http://www.masterypr.com/ipro-academy>.

#### About the iPro Academy 2.0

The iPro Academy 2.0 program was created by seasoned internet marketer and entrepreneur Fred Lam, who is both Google Adwords certified and an accredited professional at Microsoft Advertising. It includes learn-at-your-own-pace modules outlining the whys and hows of getting targeted traffic to websites and comes with a 30-day money back guarantee.

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