

## Train current parents so you don't waste money

Understanding what determines your advertising cost

Before you create and run an Adwords campaign you need to train current parents so they aren't driving up your costs. And in case some of you don't have a clear idea of what Google Adwords is, it will help to know that first.

### **What exactly is Google Adwords?**

Adwords is an advertising platform offered by Google which allows you to advertise

Here's what to notice:

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