

# the **marketers**



## Workshop Overview

The Google Analytics (GA) advanced training course is suitable for GA users who use the software regularly. This specific training course is designed for analysts and analytical marketing service teams. The workshop will show you how to build customized reports to improve insights for your partners in marketing.



## Benefits

This course will give you a deeper understanding of tracking specific goals and events for brand awareness, e-commerce and lead generation. You will learn how to find and match anything with regular expressions in Google Analytics and reveal how your social channels are working for you by analysing influence, source, interactions and goals.

## Outcomes & Content

- ✓ Understand Google Analytics data sampling
- ✓ Best Practices for reducing sampling
- ✓ Multi-Channel funnel
- ✓ Google Universal Analytics
- ✓ Bing, Facebook and advertising data
- ✓ Call tracking
- ✓ CRM Integration
- ✓ Cross domain tracking
- ✓ Sub domains
- ✓ Custom variables
- ✓ SEO performance analysis
- ✓ Use and interpret content reports



## Who should attend ?

This course is aimed at data analysts and marketers who have their website at the heart of their business. You will be looking for a greater understanding of how to ensure your tracking is set up correctly and to set up reports and concepts for brand awareness, e-commerce and lead generation.



## ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses







## RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



### Global Reach

Flexible and diverse trainer pool



### People Transformation

Behavioural change experts



### Business Impact

Propelling people's performance



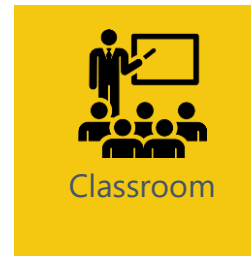
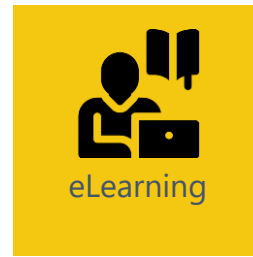
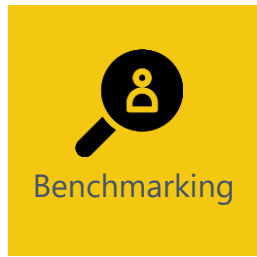
### Bespoke Solutions

Made to measure learning.

## OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy.

Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart  
Insights

The Marketing &  
Leadership Academy  
Aspire to Inspire

Circus Street™



## WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
  - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
  - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
  - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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## CONTACT US



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### Stay Connected

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