

Silibus Kursus Analisis Pemasaran (Marketing Analytics)

Keputusan Analisis Pemasaran

Dalam landskap pemasaran moden, analisis yang tepat lebih penting daripada sebelumnya. Pengguna telah menjadi sangat selektif dalam memilih media berjenama yang mereka gunakan dan media yang mereka abaikan. Sekiranya jenama ingin menarik perhatian pembeli yang ideal, mereka mesti bergantung pada analitik untuk membuat iklan peribadi yang disasarkan berdasarkan minat individu, dan bukannya hubungan demografi yang lebih luas. Ini akan membolehkan pasukan pemasaran menayangkan iklan yang tepat, pada waktu yang tepat, di saluran yang tepat untuk mendorong pengguna turun ke corong penjualan.

Bagaimana Organisasi Menggunakan Analisis Pemasaran

Data analisis pemasaran dapat membantu perniagaan anda membuat keputusan mengenai perkara termasuk kemas kini produk, penjenamaan dan banyak lagi. Penting untuk mengambil data dari pelbagai sumber (dalam talian dan luar talian) untuk mengelakkan paparan berpecah.

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Topik khusus yang dibahas dalam kursus Pengurus
Teg Google (Google Tag Manager)

Benefits of using GTM

Why GTM is needed

Tag management overview

Google Analytics vs. Google Tag Manager

How GTM expands Analytics capabilities configuration

GTM Implementation Planning

How GTM Works

Understanding Tags and triggers

GTM Account Set-up

Using GTM with multiple users

Working with GTM Containers

GTM Container & WordPress

Verifying GTM installation

GTM for Web vs. Apps.

GTM Container Dashboard

About the GTM Data Layer

How Data Layer receives information

Previewing the Data Layer

Pushing content to data layer

Extracting from data layer

Preview process

Using Preview Mode

Tag Container Publishing Options

GTM Container Versions

Testing and Debugging data

Version Control

GTM Tags in Depth

Examples of Tag Usage

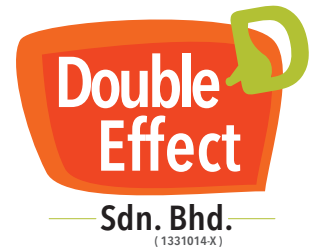
Most Common GTM Tags

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Creating a Tag
Creating GA Pageview Tag
Testing and QA of tags
Scripts and Pixels: Custom HTML
Google Ads tag for Remarketing
Conversion Linker Tag
Google Tag Manager and Third-Party tags
Understanding Tags vs. Triggers
Triggers in depth
Trigger Types
Creating a Trigger
Planning for Triggers
Variables in depth
Variable Examples
Using Variables in GTM
Click Variables
Verifying Variables
Built-in Variables
User Defined Variables
Variable Operators
Variable Values
Examples of variables used by Tags
Examples of variables used by Triggers
Adding Variables
Create GA Property Variable
Creating a New Variable for GA Property
Replace GA Pageview Property ID with gaProperty Variable
Sending page interaction data to GA as Events
GA Events and Tags
Using Variables to send Event data
Easily Create GA Event
Engagement Tracking
Engagement Tracking: Variables

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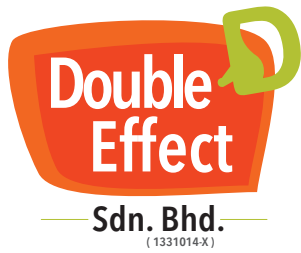
Engagement Tracking: Triggers
Engagement Tracking: Link Clicks
Engagement: Time on page
Scroll Tracking
Create GA Tag for Scroll Depth:
Create Trigger for Scroll Depth
Element Visibility Trigger
Engagement Tracking: Tags
Tracking Button Clicks:
YouTube Videos
Ecommerce
GTM Account administration & organization
Google Tag Manger Workspaces
Admin functionality
Users
Containers
Folders
Tag naming
Variable naming
Tag Sequencing
Monitoring user-input Forms
Setting up Cross Domain Tracking
Deploy Google Ads Code with GTM
Custom Dimensions and Metrics
Collecting dynamic variables
Formatting User Defined Variables
Importing & Exporting Containers
Troubleshooting Google Tag Manager
GTM Resources



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Google Analytics Training Class Topics Covered
This Google Analytics course covers the following areas:

- Learn web analytics essentials and how web analytics works
- Find out how to use web analytics data to gain actionable information
- Learn essential Google Analytics capabilities and functionality
- Discover Google Analytics key reports, data, and filtering options
- Learn to create and edit accounts, web properties, and reporting views
- Understand the most useful standard Google Analytics reports
- Learn to customize Google Analytics reports
- Understand and analyze Google Analytics reports and data
- Find out how to filter analytics data based upon location, devices used, and other criteria
- Learn best practices for using Google Analytics based upon your line of business
- Learn to create goals in Google Analytics to track the success of your website
- Understand who is visiting your website, including demographic information, type of devices used, and their location.
- Use Google Analytics to track how visitors arrived at your site to better understand the success of marketing, promotion, or advertising.
- Determine pages that are most visited, where users spend the most time, and the pages where users leave your site
- Go beyond counting visitors, turning analytics data into information that helps you make more informed decisions about your business or organization



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