

Web Analytics for Improved Online Campaign ROI

Venue:	English UK, 219 St John Street, London, EC1V 4LY
Date:	Thursday 20 April 2017
Timings:	Registration from: 10:30 start time: 11:00 end time (approx): 17:00
Price:	Members £80, non-members £125 (lower rate thanks to support from HE Marketing)
Format:	Presentation with some group work

Why attend this training day?

This Google Analytics (GA) workshop offers a comprehensive overview of GA as an invaluable tool for tracking, measuring, and continuously improving online inquiry generation and student recruitment initiatives. This workshop's main objective is to provide English UK members with the knowledge necessary for sound Google Analytics implementation as well as finding actionable information from their KPIs.

Both new and intermediate users will learn how GA can be used to improve transparency in digital marketing, and boost the ROI of online campaigns. The webinar is designed to help centres get the most out of their own GA accounts in just two hours a week

Learning outcomes

- Construct an effective measurement plan
- Understand and navigate the Google Analytics interface
- Set up an account (or multiple accounts)
- Optimally configure account settings and filters
- Implement "goals" and conversion tracking
- Navigate and interpret Google Analytics reports
- Navigate and interpret Conversion reports
- Assess impacts of their digital marketing campaigns
- Utilize key digital measurement concepts and terminology

About the trainer

Elias Faethe (Google Analytics IQ-certified) has worked in higher education with a focus on Google Analytics since 2010. Elias has delivered Google Analytics workshops in the UK, Finland, the Netherlands, and consulted with over 50 universities on their individual Google Analytics implementation – including gathering insights on their ROI per campaign. He likes to spend his time behind Excel sheets or travelling across Europe.