

Building with Google Tag Manager

KNOWN DIGITAL

Training



Book today by calling (778) 228 3431
or email training@known-digital.com

PPC – DISPLAY – SOCIAL – CRO – TRAINING

Introduction to our training

Our training courses are designed for the people doing the job. They are fun, hands on and engaging. We will teach you the essential skills you need to get the job done.

On this course you will:

- › Get hands-on training with Google Tag Manager to see how it works
- › Learn how build an effective tag management strategy
- › How to audit your website, app and tags so you can align them with your business needs
- › Identify the key pieces of data you need to optimise your campaigns and how to collect them

Professional, knowledgeable and shows great initiative. I would work again with Michael at the drop of a hat.

Sarah Bennet
Head of Advertising Operations Ad Pepper Media

His enquiring mind means his thinking goes beyond the core scope of what is asked or expected of him (in a valuable way). A very good person to have around if you care about knowing whether your digital marketing works or not.

Nick Baille
Senior Digital Strategist EMO Limited

Highly personable, great listening skills and with an eye for delivering quality Mike truly understands the client and how to make them devoted to his cause.

Simon Hares
Managing Director at SerialTrainer7 Ltd

Building with Google Tag Manager

Maybe you don't want to rely on the IT team or developers to change/implement tags. Or if you need the power to manage your own website and mobile app tags this one day course will cover the essentials.

1 Day Course	⋮	Vancouver, Toronto & Seattle	⋮	\$695 + Tax
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Tag manager makes it easy, so you can focus on marketing, not coding. Designed for anyone looking to take control of their tagging. You don't have to know code, this course is for the non technical marketers and web developers alike.

Our team of trainers are expert practitioners that have been using the tool since its release. They have managed, implemented and migrated Google Tag Manager accounts for some of the biggest companies in the world.

You'll leave confident migrating a Google Analytics account to GTM. You will be able to setup GTM and a good understanding of the technical aspects of the tool. Importantly you'll be able to manage your website and mobile tags in one place.

What we will cover

- › How Google Tag Manager works
- › Tags, rules and variables explained
- › How to setup Google Analytics tags in GTM
- › Tracking visits, events & social
- › Tracking cross domain & e-commerce
- › Tracking clicks and form submits
- › Using the Google Tag Manager Data Layer
- › Floodlight integration with Google Tag Manager
- › AdWords tags and implementation
- › Building custom HTML tags for bespoke tracking
- › Debugging, previewing and publishing
- › Version control and pushing live
- › Reviewing and using the data

Bespoke Workshop

Need something a little more bespoke? No problem:

- › You let us know what type of workshop you need
- › We design the content for you & your business
- › Let us know the dates that suit your team
- › We'll come to your location to deliver your tailored training course

If you need something a little more bespoke to fit in with your business needs we can definitely help. Our team have provided numerous tailored options all over the globe for our clients.

We will work with you to establish your business needs and the right course for you. Whatever your sector, a bespoke workshop is a cost-effective way of educating and coaching your team.



Your Day

We designed this workshop from years of experience doing the job. You will gain lots of practical experience during the day and will be able to put your skills straight to the job.

The Agenda

9:30 Session 1 | 11:00 Break | 11:30 Session 2 | 13:00 Lunch | 14:00 Session 3 | 14:30 Break | 15:00 Session 4 | 16:30 Wrap up

Our Facilities

Our facilities are modern and comfortable with the latest technology to ensure the best learning experience. We have huge presentation screens, comfy seating, air con and a relaxed atmosphere.

The lunch

Eating and drinking the right things can help you learn. So we offer complimentary food and drink all day. We pick great food from local people in our area. Also, if cake helps you learn, we have plenty of that too.

Your trainer

Michael King is an experienced trainer and practitioner. He has worked for agencies on real client accounts for many years. His hands-on, practical approach to training gives delegates the experience they need to learn fast.



Where to find us

There's always a ton of cool stuff happening at our Vancouver office. We have great training rooms and plenty of space available to help us set the tone for a perfect training event.

Vancouver Office

Known Digital
210 - 128 West Hastings Street
Vancouver BC, V6B 1G8
Call: (778) 228 3431

Getting Here

Vancouver train station is a 15 minute walk away. The down town car park is a 5 minute walk away and Vancouver airport is 40 minute drive away.



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