

Marketing Analytics

MA#008

By: Olga Shulezhko and Kanika
Abichandani



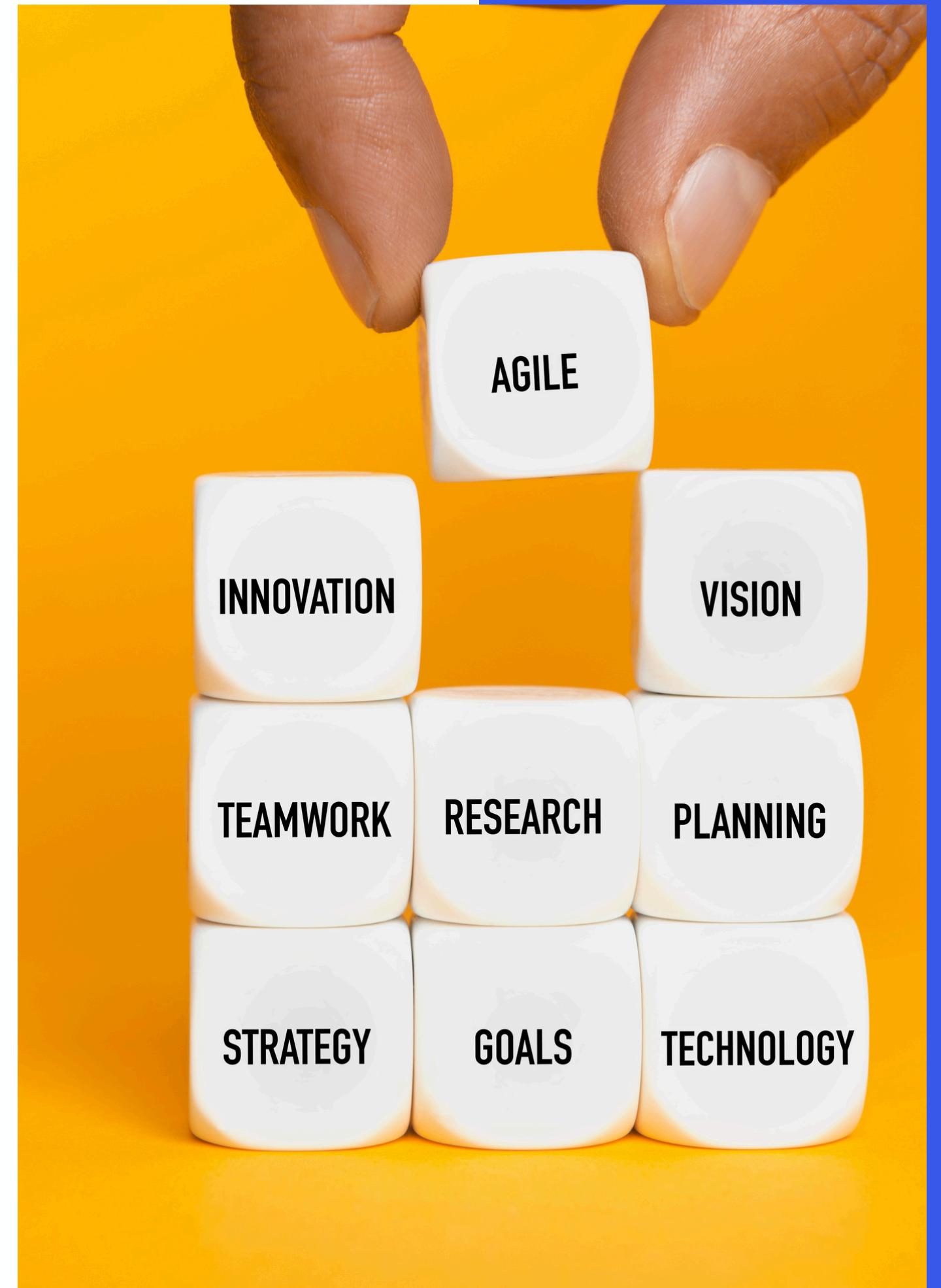
TABLE OF CONTENTS

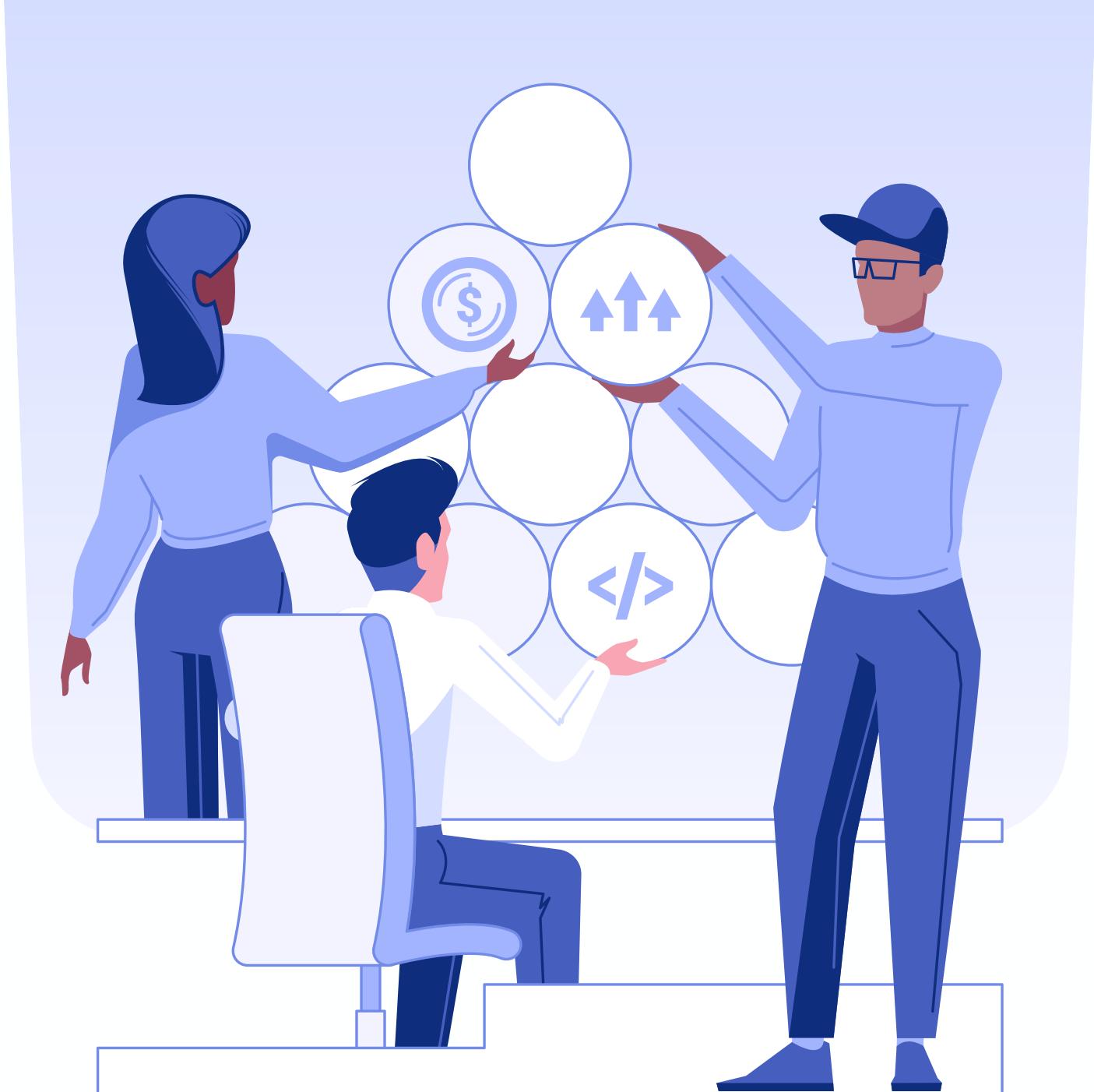
01 INTRODUCTION

02 PLANNING

03 IMPLEMENTATION

04 CONCLUSION





01

INTRODUCTION

INCEPTION

Our aim to create a unified platform for comprehensive marketing topics coverage



Our passion to sharing our knowledge and populating the blog with useful content





MARKETING METRICS

Home Resources About Contact

Subscribe



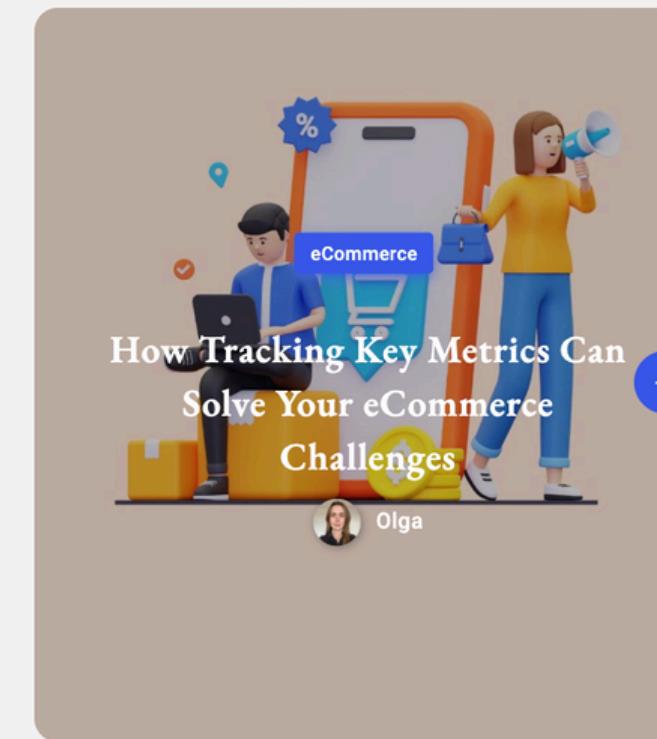
← Advanced Segmentation: How to Create and Use Custom Segments in Google Analytics

Olga



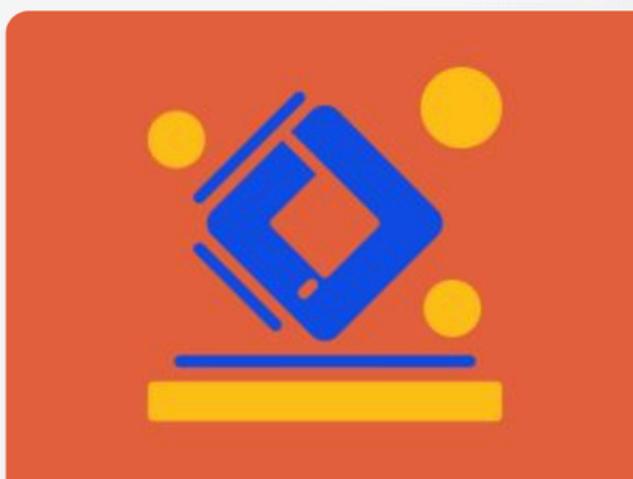
The Complete Guide to SEO for Beginners

Kaneeka



How Tracking Key Metrics Can Solve Your eCommerce Challenges

Olga



Google Tag Manager

Tracking Conversions in Google Tag Manager

In this article, we'll explore the power of Google Tag Manager (GTM) and how you can use it to track conversions effectively. We'll cover what GTM is, how to identify conversion events, and the main ways to configure conversion tags and pass data to tools like Google Analytics. What is Google Tag Manager? Google Tag

Read More



Search

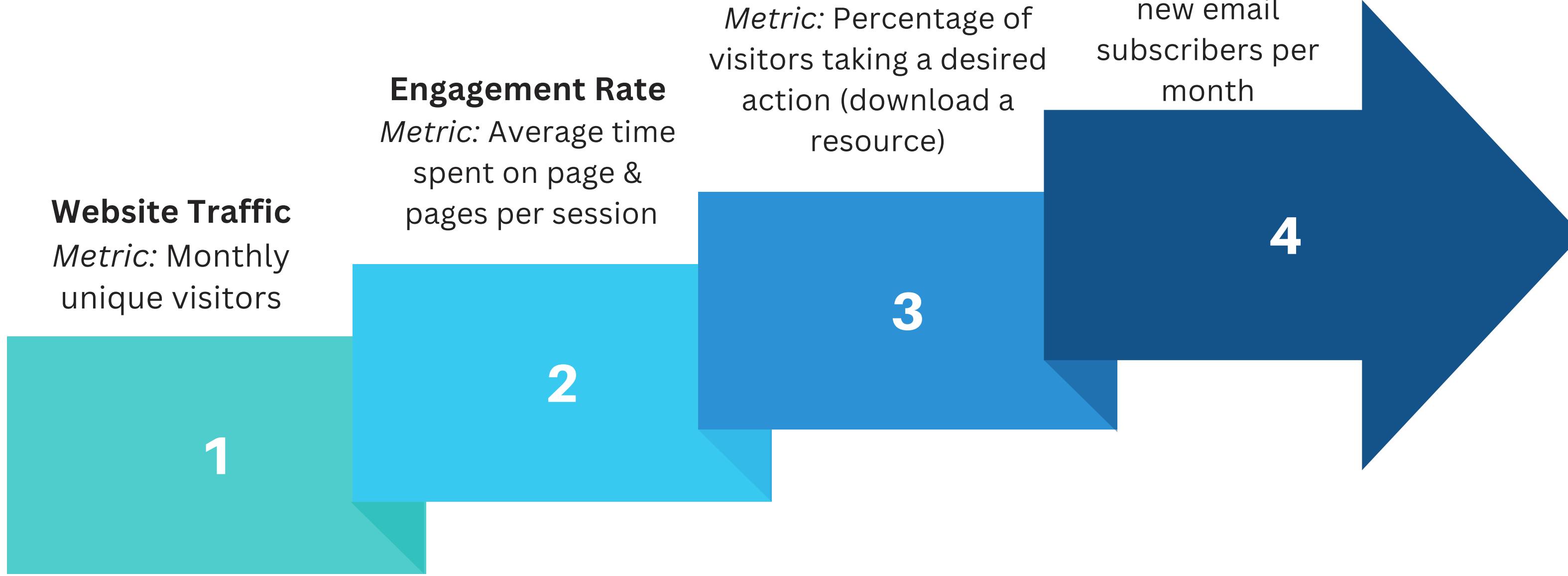


June 2024

May 2024

A walkthrough of the website will be covered in the following slides.

MEASURING OUR GROWTH & SUCCESS(KPI'S)

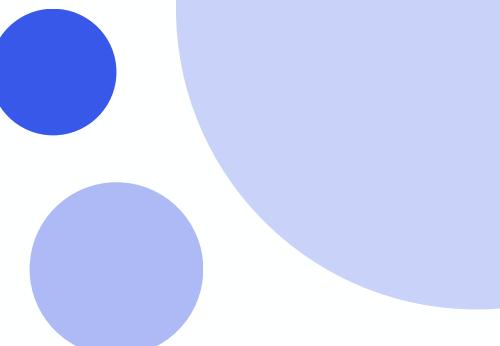




02

PLANNING

PROJECT PLAN



KEY MILESTONES



01. Website Creation 02. Content Creation 03. Data Collection 04. Data Analysis

MARKETING STRATEGY: PERSONA



Sarah Thompson

Digital Marketing Manager

Age: 34

Experience: 10 years

Industry: E-commerce

Education: MBA Marketing



Alex Meyer

Growth Marketing Specialist

Age: 28

Experience: 5 years

Industry: SaaS (Software as a Service)

Education: Bachelor's Business Administration

Goals:

- Find comprehensive, step-by-step tutorials on various marketing tools.
- Improve team's performance with proven strategies.

Pain Points:

- Struggles in finding detailed, user-friendly guides for effectively utilizing marketing tools.
- Needs to stay updated on latest marketing trends.

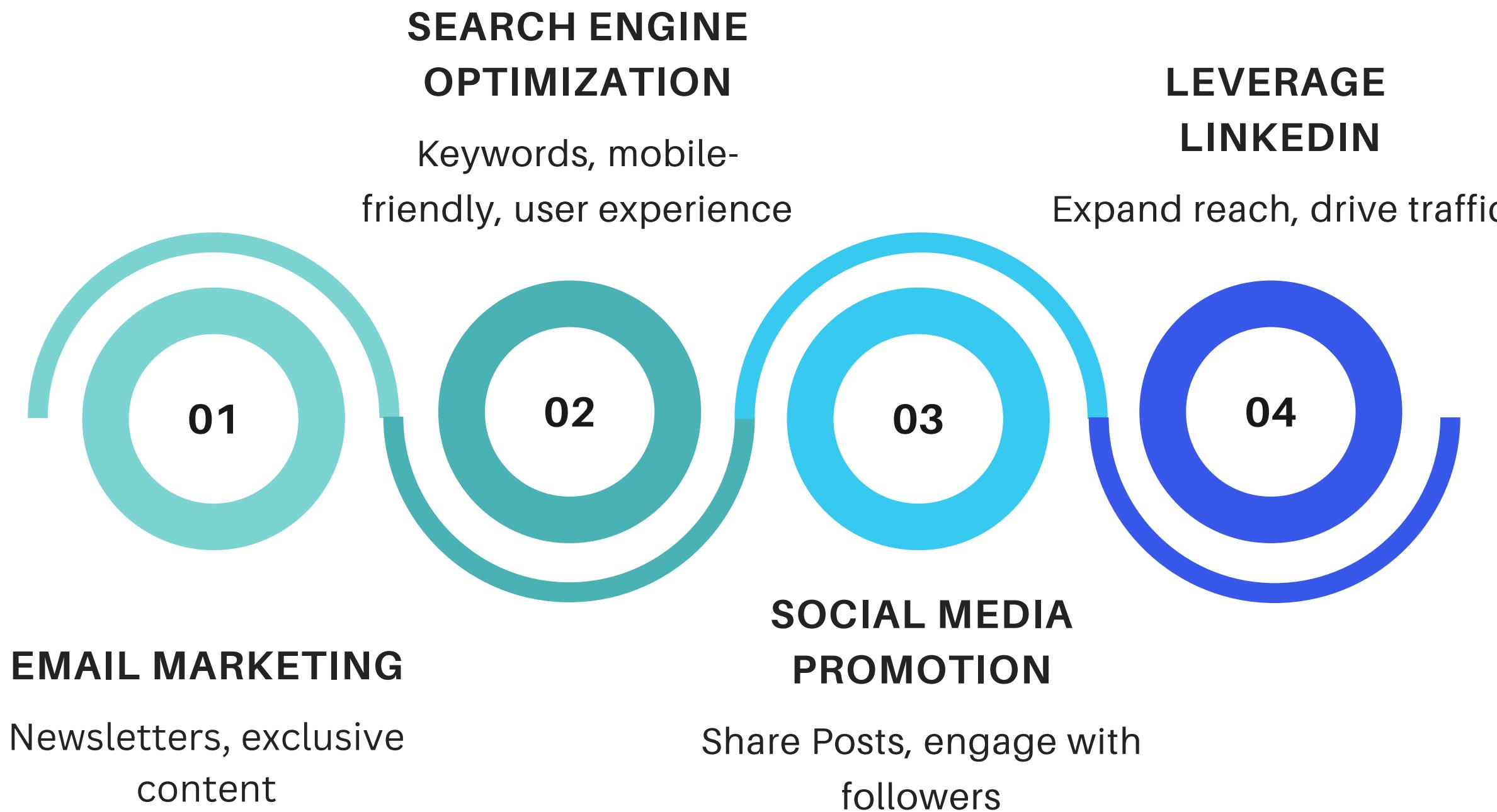
Goals:

- Accessing a trusted online companion for ready to use resources like SEO checklists and whitepapers.
- Looking for a unified platform for comprehensive topic coverage.

Pain Points:

- Difficulty in finding reliable, comprehensive marketing resources.
- Time-consuming search across various websites.

MARKETING STRATEGY: CONTENT DISTRIBUTION



We enhanced visibility and traffic through Email Marketing, leveraging LinkedIn posts and groups, and sharing content with our marketing colleagues.

THE TECHNOLOGY STACK



Content Management System (CMS)



GDPR Compliance / Cookie Management



Google Tag Manager
Tag Management



mouseflow
Behaviour Analytics (Heatmap)



Collect Data +
Events + Reports



Looker Studio
Data Visualization



Google Cloud
Data storage / Website Hosting

Wordpress Plugins



Drag & Drop Page Builder



Contact Form Builder



Search Engine Optimization

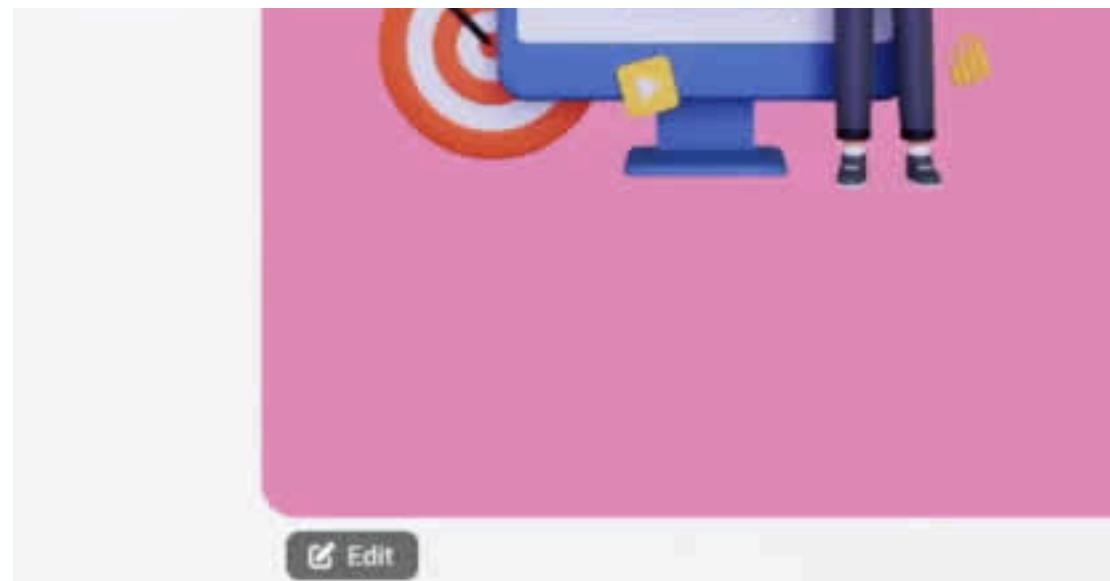


03

IMPLEMENTATION

WEBSITE IMPLEMENTATION

Blog Overview

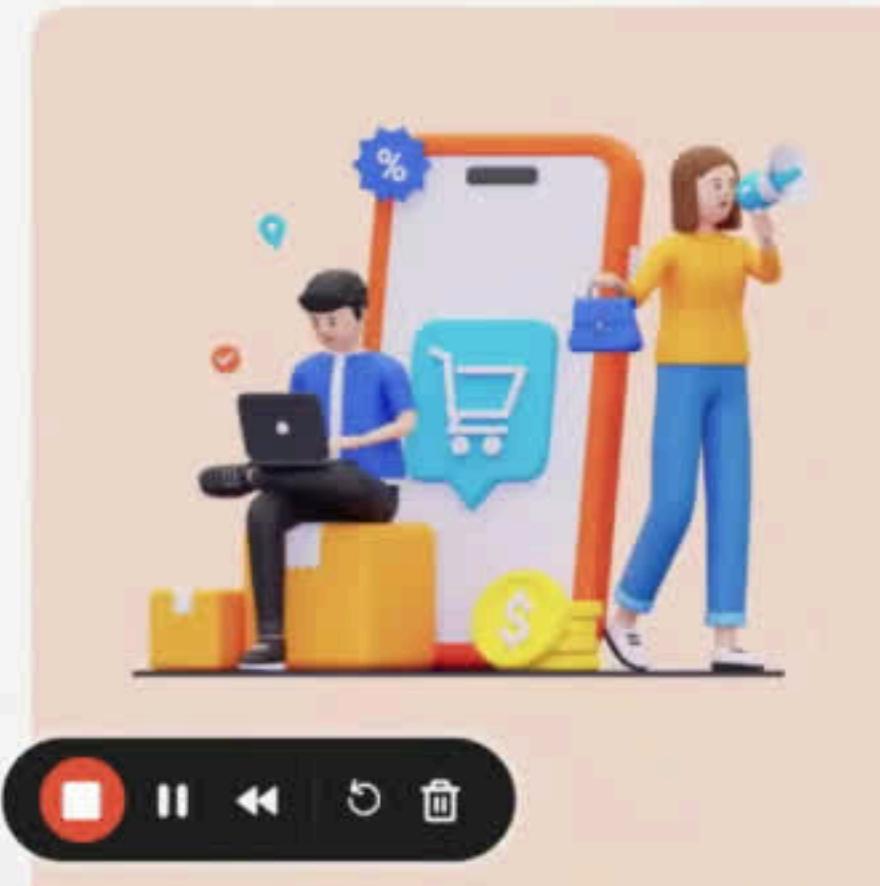


traffic and improving your online visibility. This guide will walk you through the fundamental concepts of SEO, providing practical tips and strategies to

Read More

Kanecka

2 weeks ago



ECommerce

How Tracking Key Metrics Can Solve Your eCommerce Challenges

As an eCommerce store owner, you face the constant challenge of understanding how customers interact with your online store and what drives their purchasing decisions. This understanding is crucial for optimizing your marketing strategies and driving sales. This article will guide you through the essential metrics for eCommerce marketing analytics and how to analyze them

Read More



WEBSITE IMPLEMENTATION

Articles and CTAs

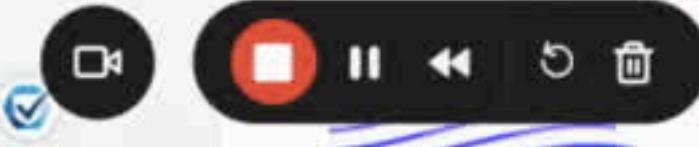
lower search volume but higher conversion rates. Example: "best running shoes for flat feet."

- **LSI Keywords:** Latent Semantic Indexing (LSI) keywords are related terms and phrases that provide context to your main keywords, helping search engines understand your content better.

Keyword Research Steps:

1. **Brainstorm Seed Keywords:** Start with broad terms related to your business.
2. **Use Keyword Tools:** Use tools like Google Keyword Planner, Ahrefs, and SEMrush to find related keywords and their search volume.
3. **Analyze Competitors:** Look at the keywords your competitors are ranking for.
4. **Select Target Keywords:** Choose a mix of short-tail, long-tail, and LSI keywords based on relevance, search volume, and competition.

TO HELP YOU WITH YOUR SEO EFFORTS, WE'VE CREATED A COMPLETE FREE SEO
GLOSSARY!



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WEBSITE IMPLEMENTATION

Applying CSS for tracking

Edit Button

Content Style Advanced

Button

Type Default

Text Let's Connect

Link https://marketingmetrics.pro/?page_id=1

Icon

Button ID segmentation1_cc

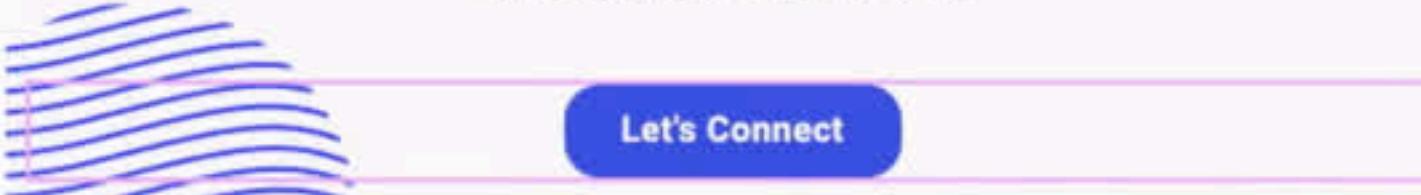
Please make sure the ID is unique and not used elsewhere on the page this form is displayed. This field allows A-z, 0-9 & underscore chars without spaces.

Need Help (?)

Analyze User Behavior

As you can see, each level provides a different perspective, from broad overviews of user behavior (User level) to detailed analyses of specific interactions (Event level).

NEED HELP WITH GOOGLE ANALYTICS SEGMENTATION?



Analyzing Segments

Now that we've figured out how to create custom segments in Google Analytics, we also need to understand how to analyze the data and set the correct goals for your segmentation.

Analyze User Behavior

DATA COLLECTION

TRACKING PLAN



01

Connect Google Tag Manager, Google Analytics and Mouseflow



02

Set up tracking events in Google Tag Manager, such as clicks on CTAs, form submission etc.



03

Send data to Google Analytics, overview main conversion points



04

Create dashboard in Looker Studio with data gathered from Google Analytics

DATA COLLECTION

<input type="checkbox"/> GA Search Results Event	Google Analytics: GA4 Event	 search results consent
<input type="checkbox"/> Google Tag	Google Tag	 ,s2612, vendor trigger
<input type="checkbox"/> Mouseflow Conf	Mouseflow	 All Pages
<input type="checkbox"/> O - Connect with Kaneeka click	Google Analytics: GA4 Event	 click_connect_with_kaneeka
<input type="checkbox"/> O - Connect with Olga click	Google Analytics: GA4 Event	 click_connect_with_olga
<input type="checkbox"/> O - Contact Form Submission	Google Analytics: GA4 Event	 Contact Form Submission
<input type="checkbox"/> O - Download Factsheet	Google Analytics: GA4 Event	 download_factsheet
<input type="checkbox"/> O - Download Glossary (Resources Page)	Google Analytics: GA4 Event	 download_glossary
<input type="checkbox"/> O - Download SEO Checklist	Google Analytics: GA4 Event	 download_SEO_checklist
<input type="checkbox"/> O - Download Whitepaper (1)	Google Analytics: GA4 Event	 download_whitepaper_lp1
<input type="checkbox"/> O - Download Whitepaper (2)	Google Analytics: GA4 Event	 download_whitepaper_lp2
<input type="checkbox"/> O - Let's Connect CTA Clicks	Google Analytics: GA4 Event	 clicks on Let's Connect
<input type="checkbox"/> O - SEO Glossary Download	Google Analytics: GA4 Event	 Click on SEO Glossary 1  Click on SEO Glossary 2  Click On SEO Glossary 3
<input type="checkbox"/> Subscribe Pop Up	Custom HTML	 Click on Subscribe

Google Tag Manager: Tags Overview

Tag Configuration

Tag Type

 Google Analytics: GA4 Event
Google Analytics

Measurement ID
{(Measurement ID)}

 Google tag found in this container

Event Name  search_value

Event Parameters

Event Parameter	Value
search_term	 {{Search Query Variable}}

Triggering

Firing Triggers

 search results consent
Trigger Group

Google Tag Manager: Tag Configuration Example

DATA COLLECTION

KEY METRICS TRACKED

USER ENGAGEMENT



UX Interactions



Session Duration



Search Results

WEBSITE GROWTH



Website Traffic



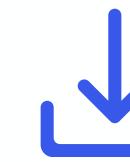
Page Views



Clicks on Calls To Action (CTA)



Contact Form Submissions



File Downloads

CONVERSIONS



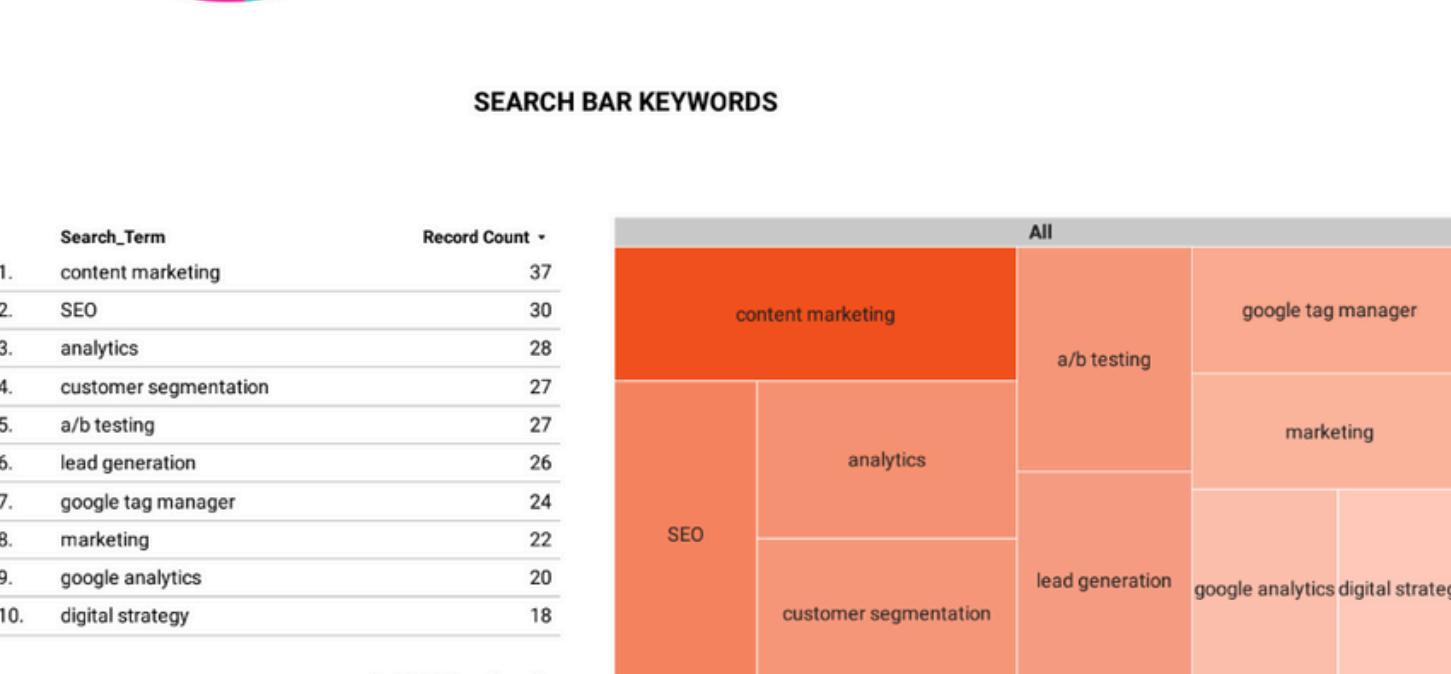
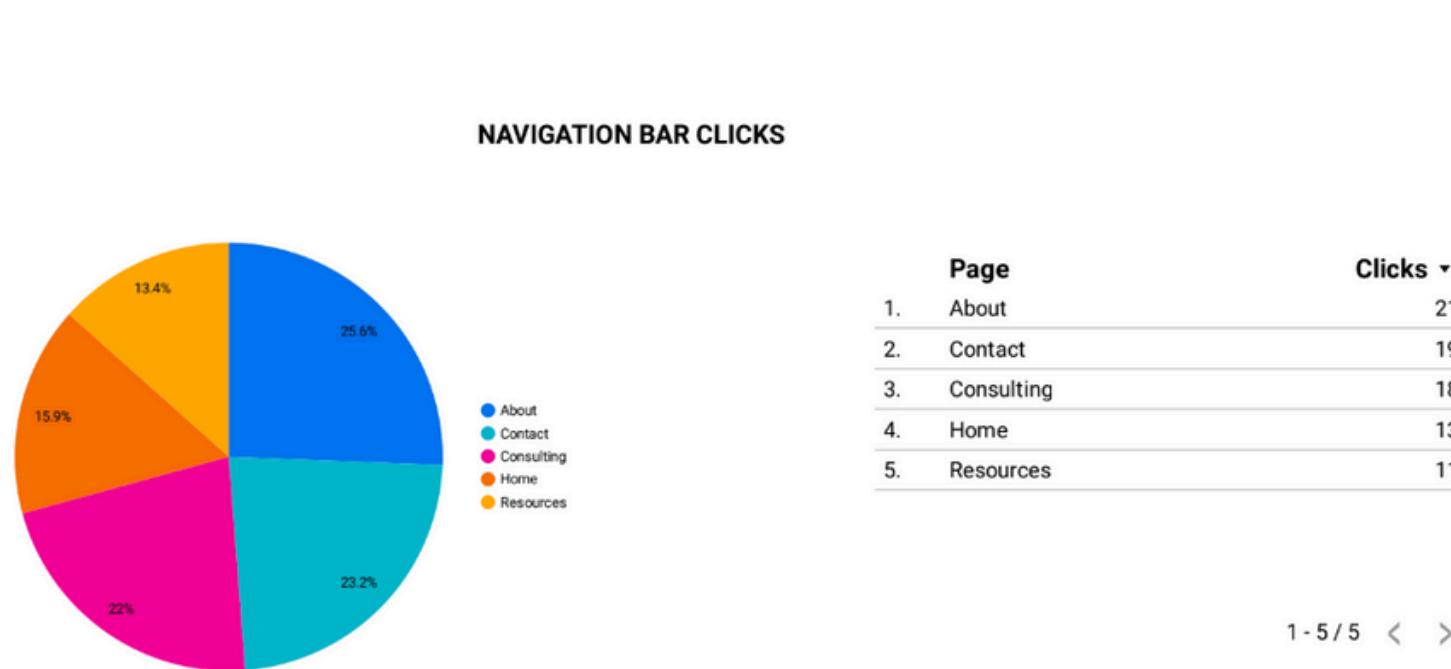
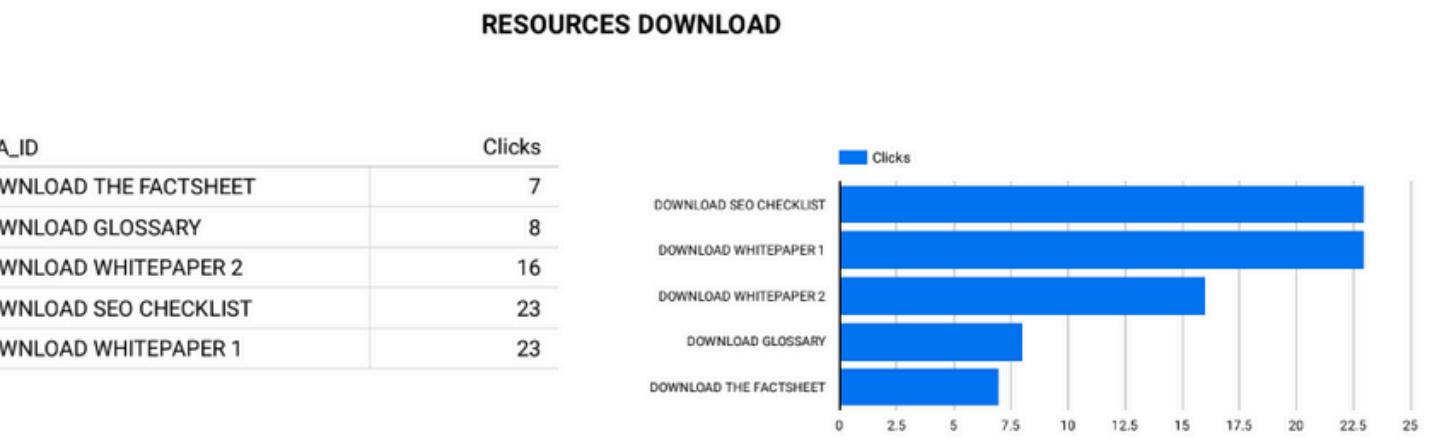
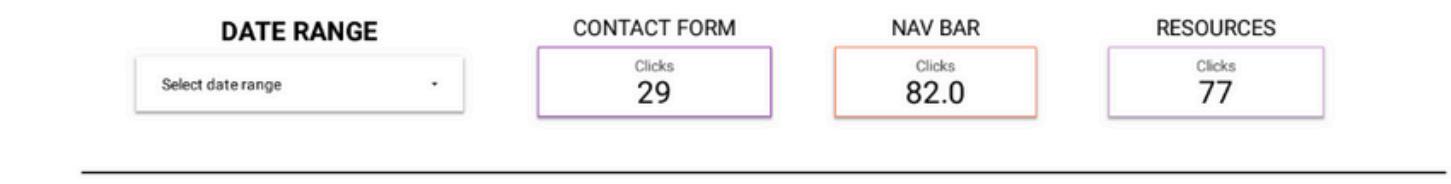
04

CONCLUSION

DATA VISUALIZATION

Google Looker Studio: Dashboard Overview

- The dashboard is **interactive**, a **live dashboard** that automatically updates **every 4 hours**.
- It provides **real-time insights** by displaying trends and key metrics, enabling us to monitor and analyze performance efficiently.
- **Helps in tracking data over time** and making **informed decisions** based on the latest information.

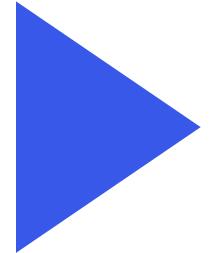


DATA VISUALIZATION: INSIGHTS & ACTIONS



INSIGHT

Terms like "SEO," "content marketing," and "google analytics" were the **most searched**



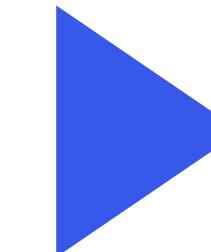
ACTION

Create articles or resources focusing on these search terms to **drive more organic traffic.**



INSIGHT

The "**DOWNLOAD WHITEPAPER 1**" was the **most downloaded resource.**



ACTION

Develop **whitepapers** on related topics, promote them through **targeted campaigns.**



DATA VISUALIZATION: INSIGHTS & ACTIONS



INSIGHT

"Let's Connect" Call to Action (CTA) was clicked more often compared to other CTAs.



ACTION

Place similar CTAs more prominently across the website , consider adding more personalized CTAs.



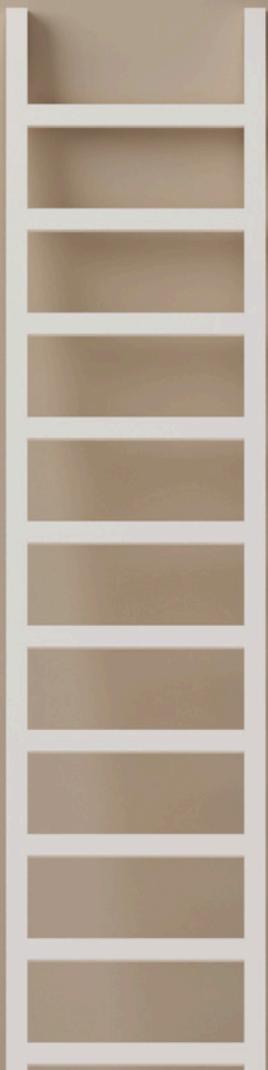
INSIGHT

Articles, like "The Complete Guide to SEO for Beginners" received significantly **more CTA clicks**.



ACTION

Focus on creating content on popular topics & **developing in-depth guides/** follow-up articles.





Marketing Metrics
ANALYTICS AND GROWTH

WAY FORWARD

At Marketing Metrics, we aim to:

SHARE USEFUL CONTENT

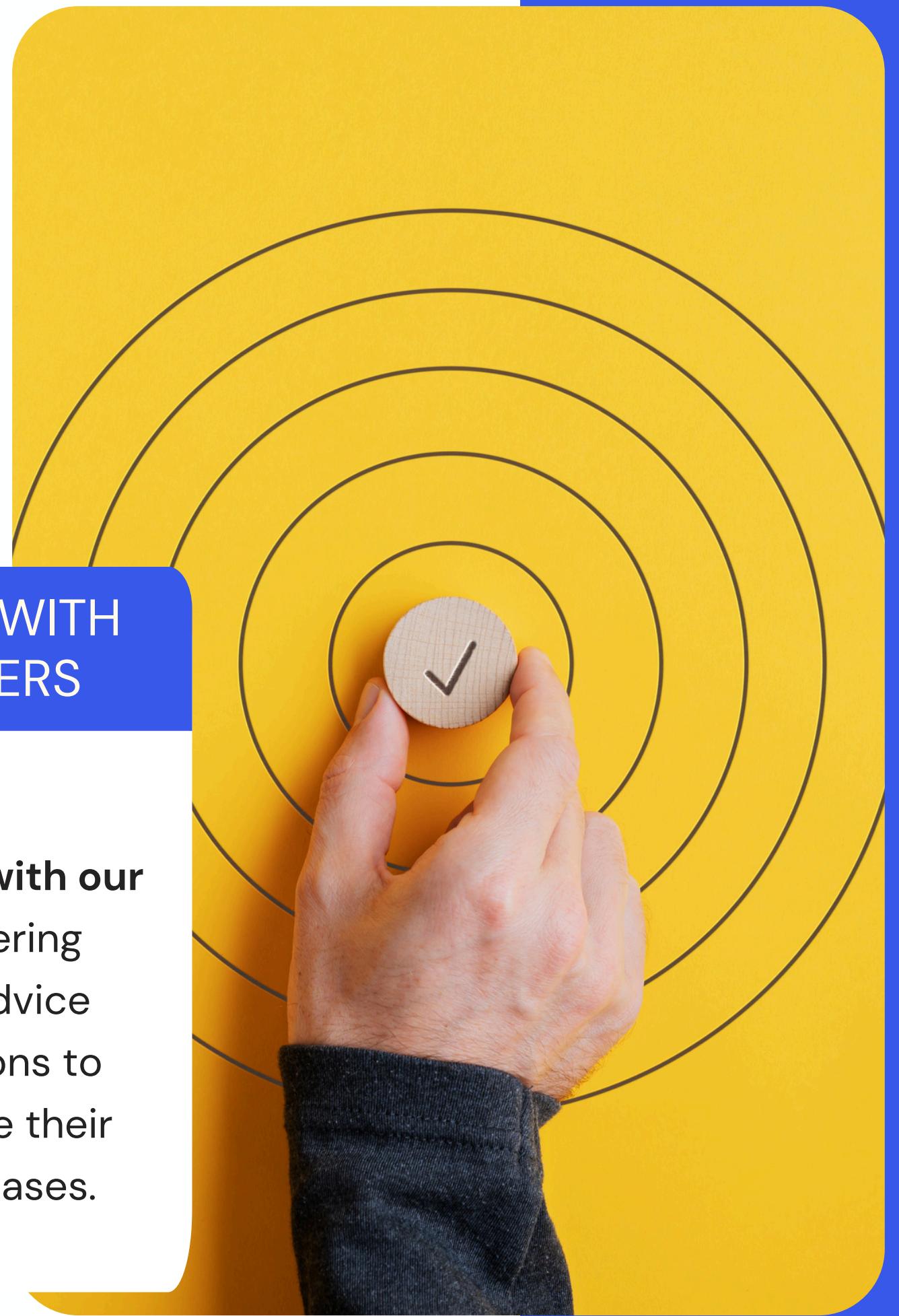
Consistently provide high-quality guides, tutorials, and articles that are practical, actionable, and relevant to current marketing trends.

GROW OUR BLOG

Increase our reach and influence by producing engaging content, optimizing for SEO, and connecting with the audience through social media.

CONNECT WITH CUSTOMERS

Build strong relationships with our readers by offering personalized advice and consultations to help them solve their real-time use cases.



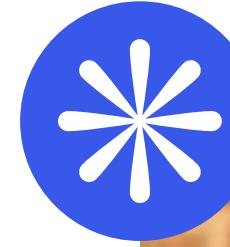
June 13th, 2024

THANK YOU



marketingmetrics.contact@gmail.com

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