Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Online marketing

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

290,00 €

PRICE INCL. VAT

356,70 €

including 23 % VAT

Macrosoft školiace centrum
Aktuálne informácie na Macrosoft.sk

PDF SYLLABUS

Online Marketing - Creating Digital Campaigns with AI

Clear overview of course topics, training scope and key information.

The course is intended for participants who have practical experience with communication through online channels and need to learn to make decisions using data in order to manage effective setup of an online marketing strategy when creating campaigns using AI.

COURSE CONTENT

01 **Introduction to Google Ads**

What is the difference between organic and paid traffic Explanation of basic terms Creating a Google Ads profile Keyword analysis

02 **Google Ads**

Attribution models - selecting the correct attribution model for a campaign Creating a campaign using Google Ads Selecting keyword match types for a campaign Using symbols in keywords

03 **Introduction to Google Analytics**

Introduction of the environment in Google Analytics Connecting Google services with Google Analytics Tracking the path of a website visitor

04 **Google Analytics from A to Z**

How to connect an e-shop with Google Analytics Creating and tracking goals in Google Analytics Visitor segmentation in Google Analytics What conversion funnels are used for

05 **Introduction to Google Tag Manager**

Advantages of using Google Tag Manager Implementing tracking codes into Google Tag Manager

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06 Introduction to Google Data Studio

Creating Data Studio reports Working with data sources Reporting using Data Studio

07 Discussion and Questions

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/online-marketing-expert