



google analytics training seminars

module 2

affinity

digital marketing training



Accredited
Professional

bing Ads

training seminars

affinity

Throughout the year we provide a number of seminars that are designed to provide useful insights and information about various aspects of digital marketing.

While seminar topics often change to reflect updates in this fast-paced industry, the aim of each seminar remains the same - to provide you with the knowledge and tools to improve your digital marketing.

Our seminars are carried out in small groups of no more than 10 people and are suitable for businesses of all sizes and in every industry.

why successful businesses use google analytics

Never mind the saying “the future is digital” – for most businesses, their website has already become their most valued tool for generating revenue.

Likewise, data is now the new oil of the 21st Century. Every user that arrives on your website is like a precious pearl of information, ready to be mined and utilised to help you transform your business. If only there was a way of capturing this powerful data and taking away meaningful information on which to act. Enter Google Analytics: one of the most powerful, free-to-use web analysis tools available.

As marketers, we are often surprised at how many websites have a Google Analytics account already set up, with a wealth of information being accrued that could potentially transform their business. And yet, many of these website owners opt to neglect this data and are essentially ignoring signposts that could help point their business in the direction of profitable success.

This training seminar has been split into two modules. Module 1 is designed as an introduction to Google Analytics and touches on some of the fundamental uses of this powerful online analytics tool. Module 2 covers more advanced uses and some of the techniques employed by professional digital marketers and agencies to better understand users, allowing them to make informed business decisions.

We recommend that those new or with little experience of Google Analytics attend a full day seminar; however, if you already have some experience, signing up for the only the second module will be most beneficial.

These training seminars will be held by affinity, a top 100 digital agency with over 30 years of marketing experience working with brands across the country and from a large range of sectors. Affinity is also a certified Google Partner, Bing Ads accredited, and the seminar will be held by a Hootsuite certified, Google Analytics and marketing expert.



Rob Lewis

Certified Google Analytics Specialist who hosts the Google Analytics Training Seminar Series

“Informative, detailed and extremely useful.”

Abbs Cross Health & Fitness

Module 2 £99 +VAT

google analytics: advanced analysis

This module is perfect for Google Analytics users who want to build on their existing knowledge and learn more advanced techniques that will allow them to better understand their website's users. Topics covered will include content labelling, behavioural flow, split-testing, advanced user segmentation and user profiling – all areas that allow webmasters and marketers to better understand in more granular detail what impact their traffic has on conversion, whilst painting a more informed picture on how users behave.

The module is an ideal follow-up to module 1, giving a more advanced viewpoint of how Google Analytics can help shape your online strategy based on hard data and how professional agencies use this data to make more informed decisions.

It also includes a take away seminar pack that will ensure attendees have all the relevant information covered in the module. Refreshments will be provided during the seminar.

The seminar will be hosted by affinity's iMarketing Director, Rob Lewis – a Google-Certified Analytics and Adwords professional who has worked extensively in multi-channel digital marketing.

what this module covers:

- › Advanced segmentation
- › User profiling
- › Content labelling
- › Behavioural flow analysis
- › Cross device tracking
- › Split-testing
- › Channel assisting
- › Channel attribution modelling

what will you gain:

- › An insight into how agencies use Google Analytics
- › A better understanding of the multitude of paths users take
- › How to profile users into various buyer/lead types
- › An understanding of how users research and finally convert
- › How to drill down into more valuable, actionable data
- › How to approach split tests
- › How to identify valuable channels and better report their value to departments

why choose an affinity training seminar?

affinity

affinity seminars

affinity has been supporting regional, national and international clients since 1986 with both offline and online brand delivery activities. We identified that there was a need for high quality seminars and training courses in the region to provide business owners and professionals with the knowledge and information they need to successfully implement digital marketing strategies in-house.

We have created a series of training seminars to help those new to the concept of content marketing. These seminars provide an ideal basis on which to implement or improve your organisation's content and social media marketing, with the ultimate goal of helping you to engage and convert your target audience.



informative and relevant course content

Our training seminars are designed to be useful and informative, with the aim of helping business owners and professionals with their content marketing. They have been carefully created to ensure the information is easy to digest and they also include a takeaway guide to help you when you are back in the office.

hosted by experts

The seminars are created and presented by our social media and content marketing experts. Social media and content is an ever-changing area of marketing - our experts not only know the best current practices, but are also aware of predicted future trends.

city centre location

Our seminars are hosted in city centre locations to ensure that they are easy to find and access. We know how busy business owners and professionals are so we aim to make it as simple as possible for you to find our seminar locations.

discounts available

We offer a 10% discount to charities and to members of the Norfolk and Suffolk Chambers of Commerce. Group discounts are also available – please ask for details.

small seminar groups

The aim of our seminars is to provide a relaxed environment where you can learn from our experts. We keep our seminar groups small to provide a more in-depth course that enables you to ask questions and speak to the expert for advice.

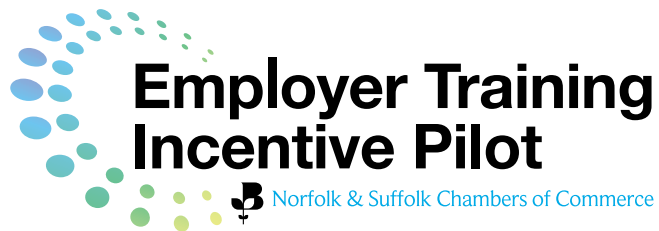
refreshments provided

We pack a lot of information into our seminars, so to help you to keep focused we provide a break that gives you an opportunity to discuss the seminar with other attendees. During this break you will be provided with refreshments to help keep your energy levels up.

who do we work for



book today - call: 01603 663093 events@affinityagency.co.uk affinityagency.co.uk/training



claim 25% cashback on this training Seminar!

This Seminar (and the other Seminars in this Content Marketing series) qualifies for the cashback Employer Training Incentive Pilot (ETIP) which is being run by the Norfolk and Suffolk Chamber of Commerce organizations for 25% cashback on paid for training - up to £1,000 per learner. Training your staff can significantly enhance the growth of your business. Now you can claim 25% cash-back against training undertaken - up to a maximum of £1,000 per learner - from a provider of your choice. (Please note, this grant is only available to Norfolk and Suffolk businesses).

easy to apply

It is a very simple process to access the cashback. Complete an application form, wait for approval then book your training. Once training is complete you will be able to claim your cashback.

For more information about ETIP please contact the ETIP team at Suffolk Chamber of Commerce on 01473 680600 or etip@suffolkchamber.co.uk

- [ETIP Application Claim Guidance and Information](#)
- [ETIP Application Form](#)



other training courses available

social media training

This training option is ideal for businesses who want to learn more about social media and to understand why this channel has become so important for businesses who want to remain competitive in the modern digital world. We offer bespoke training that is tailored to your business' individual requirements to ensure that the training is relevant and will leave you more competent in managing your social media platforms. Includes an overview of all social media platforms, crisis management, law and regulations, management tools, creating an employee policy, creating social media strategies, paid advertising on social media, how to run competitions and how to measure your social media success.



[learn more](#)

content marketing

If your business is not already utilising content marketing then you will soon find that it's left behind by the competition that is. It is now such an essential part of digital marketing that without it your business will struggle to have an effective online presence.

Today it's not just a case of doing content marketing, but making sure you do it well. Done right it can improve your SEO, raise brand awareness, engage with consumers and increase revenue – and these are only some of the benefits.

This training seminar has been designed to help those completely new to content marketing, as well as those who already have some experience with this area of digital marketing. Our training seminar is split into two modules, the first concentrates on the basics of content marketing and how to implement it into your organisation's overall marketing. The second module provides a more in-depth look, focusing on how to create and implement a content strategy.



[learn more](#)

how to blog and outreach to bloggers

This training option is ideal for businesses who could benefit through promoting their products and services through third party blogging. The training will cover how to outreach to bloggers – including how to identify quality blogs, how to build relationships with bloggers, how to pitch to bloggers and how to negotiate prices. As well as how to come up with blog ideas to pitch and how to tailor blog posts to websites. Includes take-away training content pack and linked training series available to extend knowledge.



[learn more](#)

meet your trainers

affinity

All of our training courses are delivered by qualified, experienced experts. When they are not training they are each working on successful campaigns for companies, brands and organisations in the subject areas that they teach.

From left to right:

Derin Clark

Content Strategy & Social Media Trainer

Andy Horne

SEO Trainer

Rob Lewis

Google Display, Adwords & Analytics Trainer

Kerri Ware

Social Media Trainer

“The training was great - it was beneficial and bespoke, rather than generic. This made it really easy for us to ask questions that were relevant to our site and you made it easy for us to understand”

Suffolk Housing



an inspiring environment!

affinity

affinity holds its Training Seminars at its Norwich City Centre offices, equipped with some of the most up to date technology and services. There is easy parking and an inspiring training environment with a wealth of expertise on-hand. If this location doesn't suit you, we offer bespoke training courses which we can deliver at a location of your choice.



bespoke training courses from affinity

affinity

Sometimes our standard courses just don't match exactly the new skills and understanding you are seeking which is why affinity offers bespoke training courses which we can tailor to meet individual requirements. We can deliver these bespoke courses either from our training suite at our Norwich Head Office, at your premises or at a location of your choosing.

Tailored courses can be constructed so they are industry-specific if required so that you can understand and deal with the niche marketing requirements particular to your sector of operation. It's a great platform where your team can ask questions and brainstorm with industry experts. It can also bring your teams together so that a broader part of your organisation gains an understanding of a particular subject.

learn more

