

New Digital Marketing Bootcamp #1: Email and Google Analytics

17 April 2015

What's it about?

You may know the basics of email marketing and have a reasonable grasp of analytics but there's always more to learn. So this Bootcamp has been designed to get down and dirty; we'll be digging around in the detail of these two digital essentials and exposing some of the latest developments and techniques. Here's a flavour of what'll be covered.

Email: objective setting, data, segmentation, optimisation, automation, integration, testing, personalisation, relevance, writing compelling content, mobile and metrics.

Analytics: What to measure and how to measure it. How to speed up reporting and minimise resource required. How to turn raw data into insights, and how to turn those insights into excited colleagues and business change.

We've devoted 2½ hours to each subject and built in a number of practical exercises so you can practice what we preach.

Who should attend?

If you want to assess your existing knowledge and range of digital experience then you can take our DNA test – just click on the DNA attachment.

If you score between 85 and 100 then this Bootcamp is not for you – you've already been there, done that and got the T-shirt. Equally if you score less than 35 then you really need to go on one of our introductory level training courses.

If you score between 35 and 85 then we think you'll really benefit from attending the Bootcamp.