



PROFESSIONAL ACADEMY

Online Analytics and Social Media Marketing.

Michael O'Flynn

INTERact 
EUROPEAN UNION



Michael O'Flynn Digital Marketing Specialist

*Sales & Marketing Director -
Professional Academy*

*Extremely passionate about all
elements of Digital Marketing*



Creative



Competitive



Cost-Effective

What are your Biggest Digital marketing challenges?



What analytics tools are out there?

cyfe

 **Alexa**

Piwik



 **SEOMonitor**
search intelligence

 **SimilarWeb**



Adobe
Analytics



Google
Analytics



crazyegg 

 **kissmetrics**

bitly


SEMRUSH



Biggest



Best



Free!

“Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience.”

```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script');
    ga.src = ('https:' == document.location.protocol ?
    'https://www' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(ga, s);
  })();

</script>
```

Google Analytics



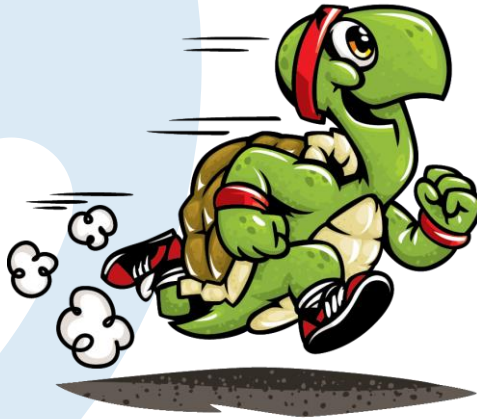
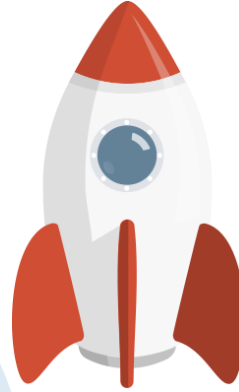
Pros

- Comprehensive
- Customisable
- Free

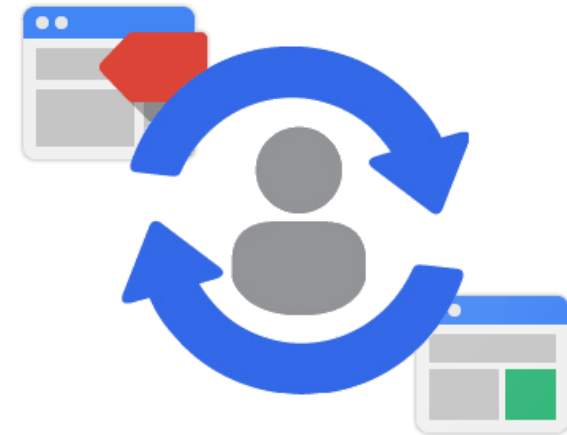
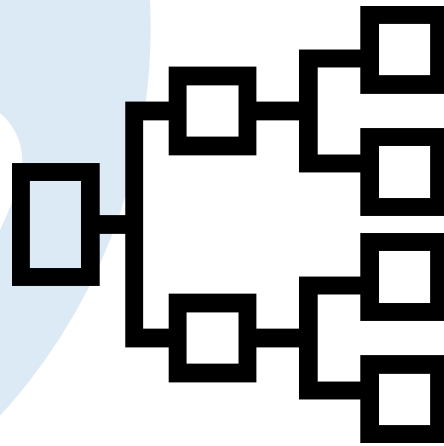
Cons

- Too much data
- Not all search data is displayed

6 key bits of information Google can tell you...



What are the more advanced tools?



Can I go more advanced still?



**Analytics
360**



**Tag
Manager
360**



**Data
Studio
360**




**Optimize
360**



**Attribution
360**



**Audience
Center
360**



Why is Social Media Marketing So Important?

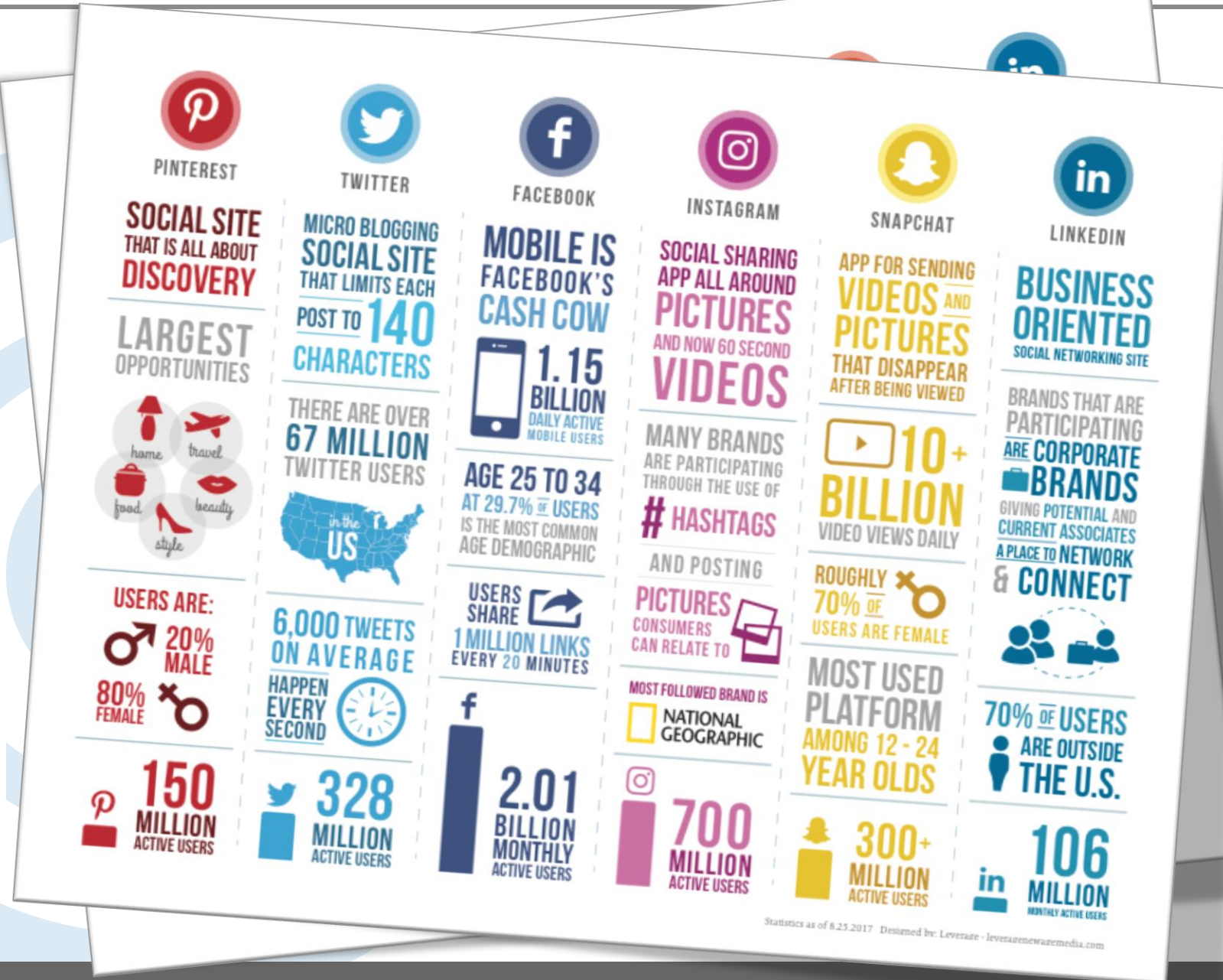
Spread across 6 key areas:

- Networking
- Collaborating
- Publishing
- Sharing
- Discussing
- Messaging

Social Media Landscape 2017



Key social media platforms





Pros

- Two way communication
- Virality
- Engaged Audience
- Cost-Effective

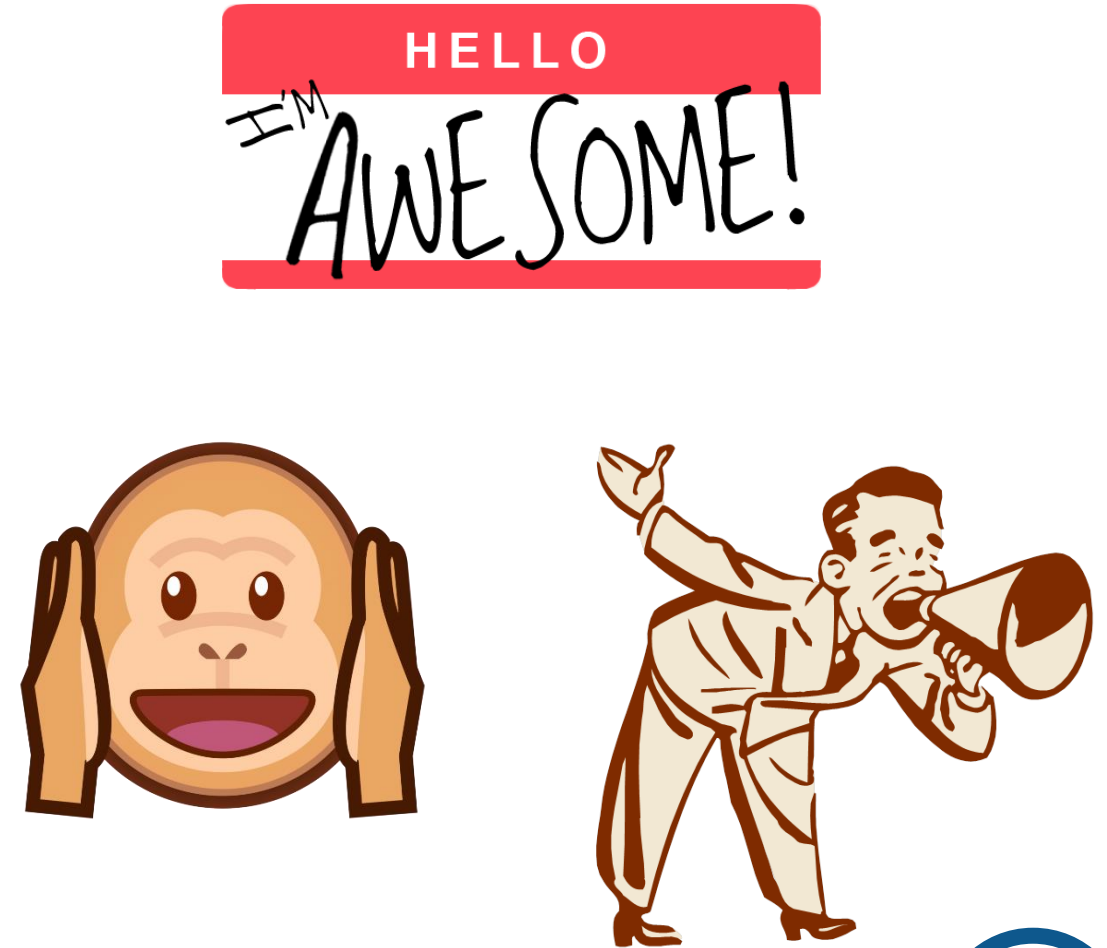
Cons

- Trolls/Bots
- Noise

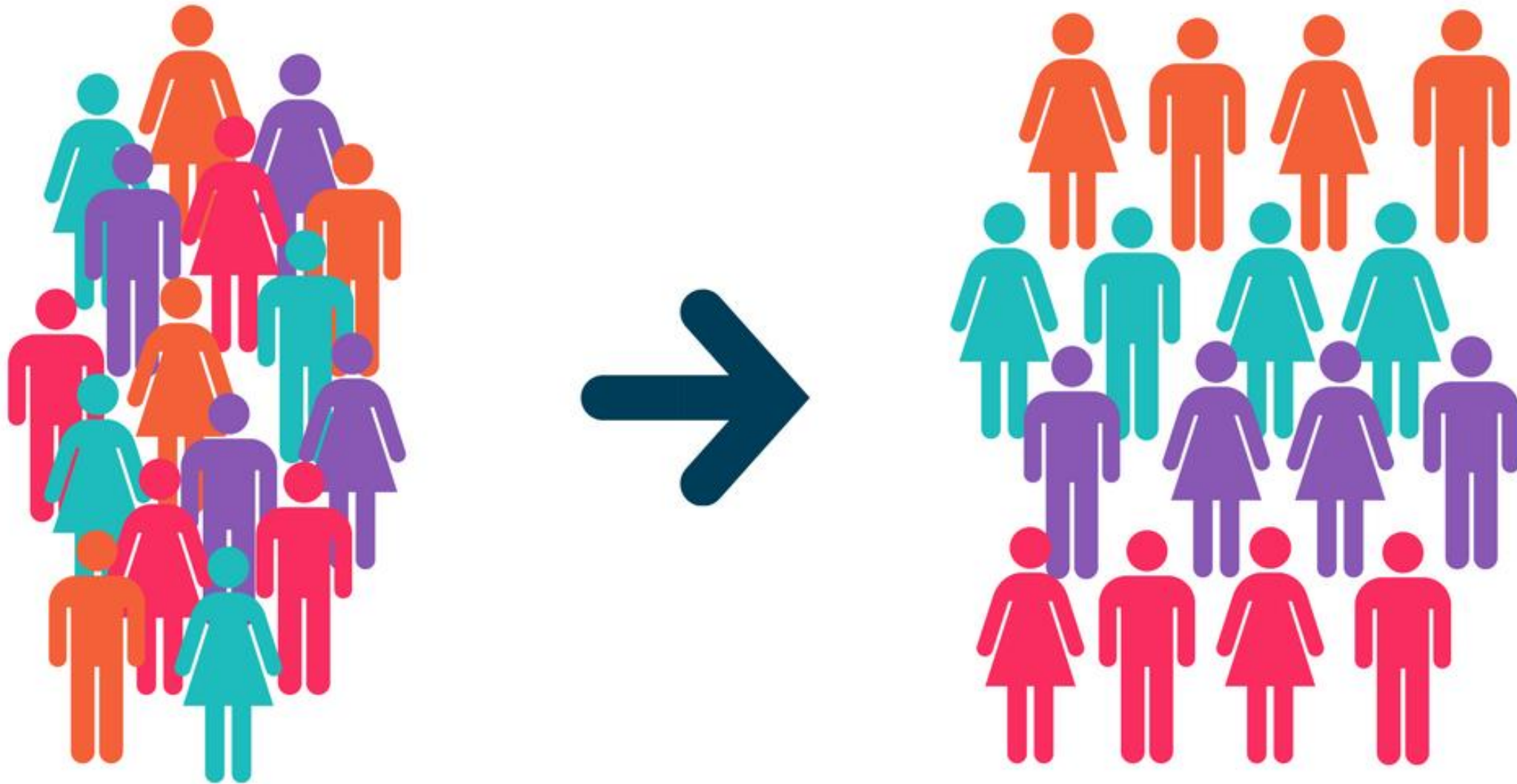
Social sites explained (with donuts)



**A tough choice
for any
individual or
business alike
but at least we
have donuts to
help...**



Segmentation – what is it and why is it so important?





Could you create a group based around your ideal target audience?

Could retrospective data help?

- **Who has engaged?**
- **Who has interacted/converted?**
- **Who has influenced/shared/endorsed?**



What do we know?

- Euro sceptic
- Needs convincing of the benefits
- Age 24-34
- Primarily Male
- Primary news source – social media, online publications



What else do we know about Hector?

Could you build the right content for this person now?



What are you looking to achieve with segmentation?



Impact

Efficiency

Relevance

Success



Awareness

Engagement

Conversion

Advocacy



Google Analytics



What do
they
mean?

What can
I do about
them?



Audience

- Key demographic
- Location
- Language
- New vs Returning
- Browser
- Mobile

Acquisitions

- Search performance
- Referrals
 - Social media
 - External sites
- Campaigns
- Adwords

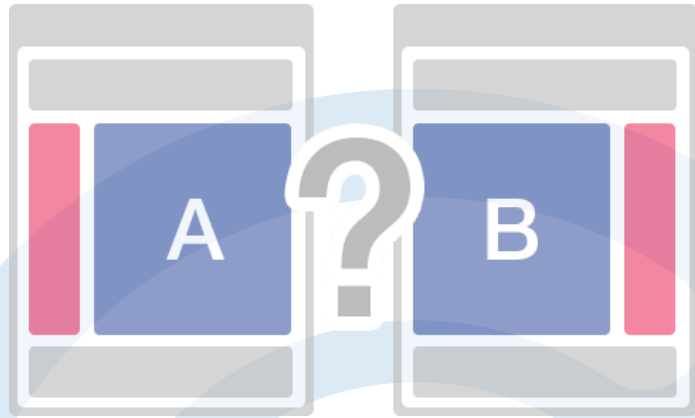
Behaviour

- Content performance
 - Landing pages
 - Exit pages
 - Stickiness
- Site Speed
- Behaviour flow

Conversions

- Goal success
- Conversion rates

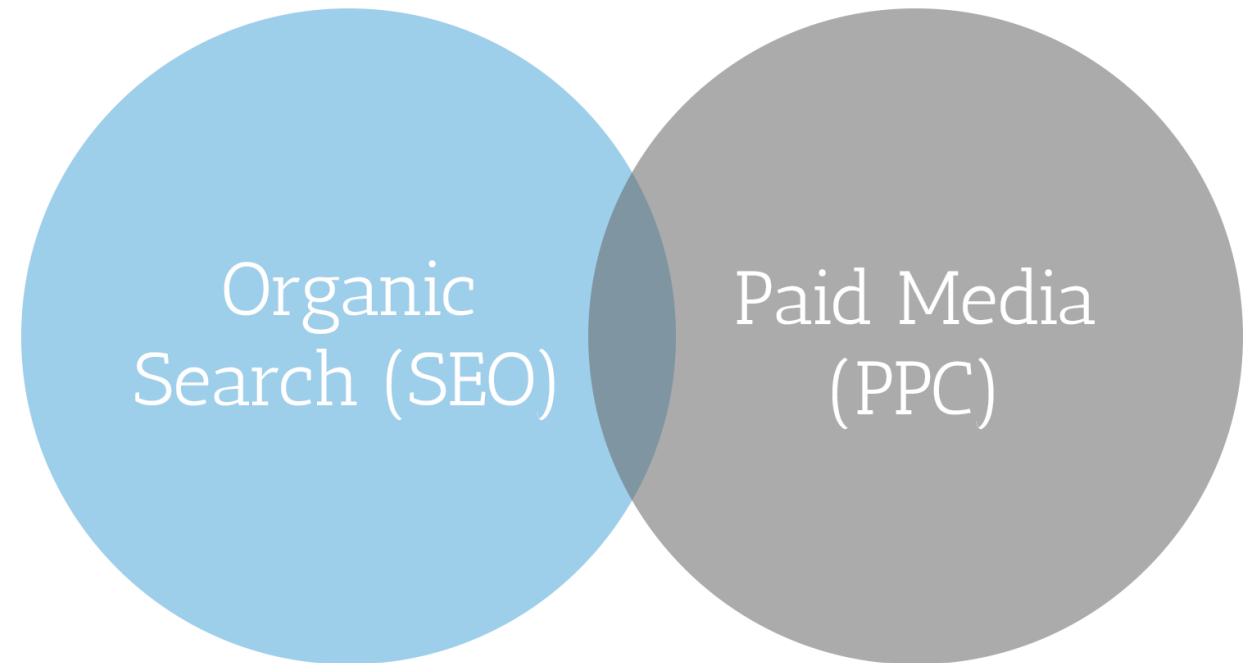
What can you do about it?



Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising

Search Engine Optimisation (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.





The Google AdWords logo is centered on the left side of the slide. It features a large, stylized 'A' with a blue left half and a green right half. Below the 'A', the word 'Google' is written in its signature serif font, and 'AdWords' is written below it in a clean, sans-serif font. The entire logo is set against a background of three concentric light blue circles.

Google
AdWords





Awareness

Engagement

**Direct
Response**



Relevant

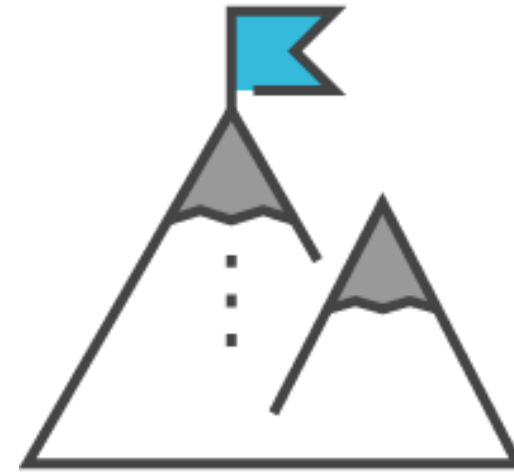
Engaging

Well Built

**Meta
Tagged**

Optimised

**Keyword
Rich**

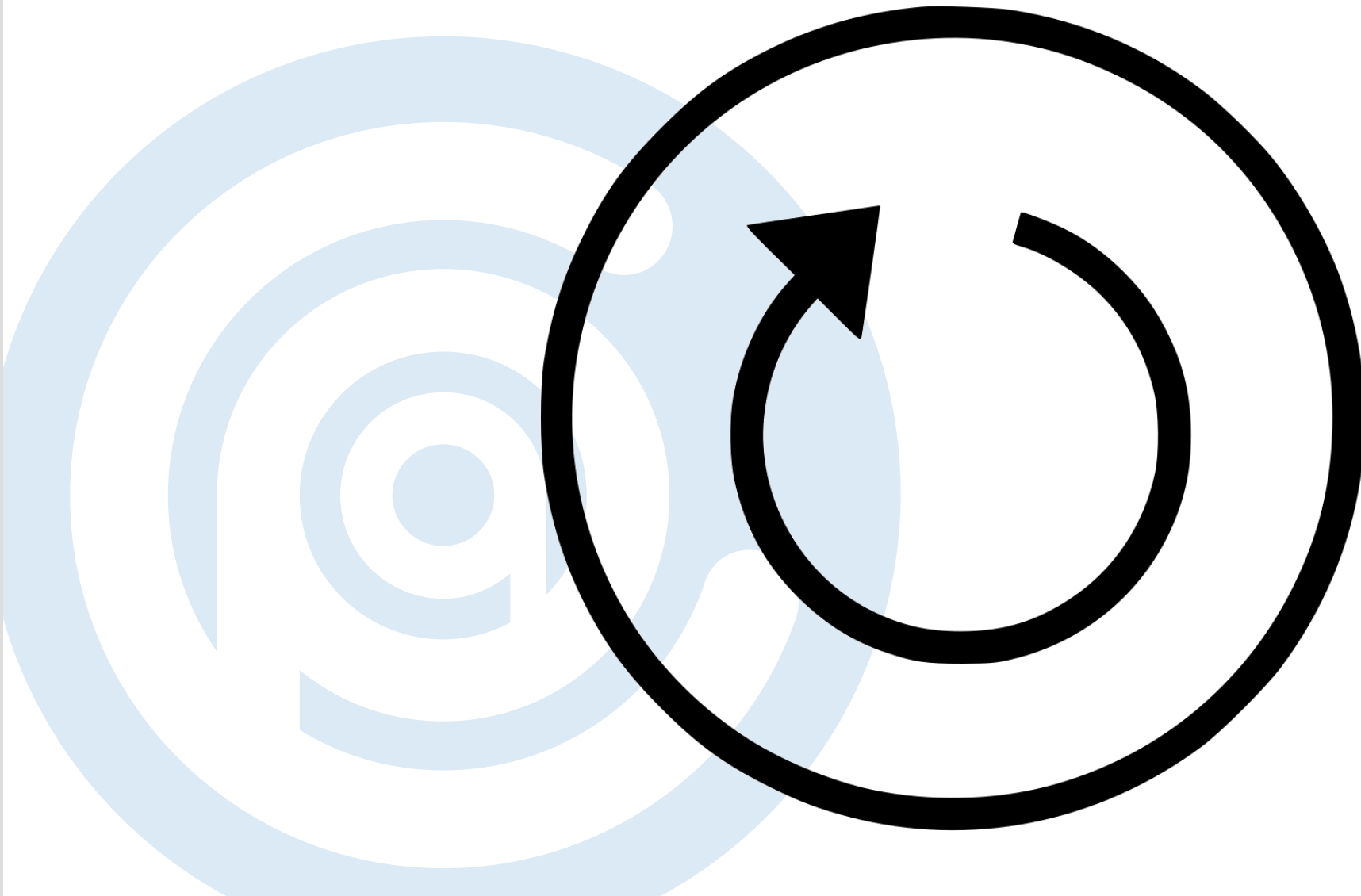




**Is the
customer
experience
good
enough?**

**Can they
consume the
content the
way they want
to?**







- **Don't be scared!**
- **Dip your toe in, try a few new digital campaigns**
- **Measure small successes**
- **Invest in what works**
- **But always adapt and innovate**



Google Analytics

Audience

- ✓ Are you reaching your target audience?
- ✓ Are your stats sane or vain?
- ✓ What tech are they using?

Behaviour

- ✓ What content are people finding you for? (landing pages)
- ✓ Is it engaging? (bounce rate)
- ✓ What content is most popular? (traffic/stickiness)

Acquisition

- ✓ What are your referral channels?
- ✓ Are there channels you didn't know about?
- ✓ Are there some that should be performing better?

Conversion

- ✓ Are you achieving your goals?
- ✓ Is the user journey correct?
- ✓ Is there a way to improve conversion?

Thank you

for listening.

Any Questions?

Please send all of your tasks, questions
and interest in training to

interact@professionalacademy.com

**or contact me directly on
+44 (0) 1223 783 608**

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