

Digital Marketing Analytics

Transform Data into Actionable Insights. Become
Google Analytics 4 Competent.





Course Description



Singapore has become a highly-connected net savvy population, driving commerce online. SMEs and corporate brands are rapidly recognising that a simple online presence is not enough and that they can no longer rely on the uncertain results of television and print.

This intensive two-day Google Analytics training course outlines the features, advantages and benefits of implementing digital marketing analytics. With both theory and practical exercises, this course is designed to teach trainees how to enhance data planning and capture capabilities, producing actionable insight.

Trainees will also learn how to track and measure the effectiveness of both online marketing channels (E.g. SEO and Social Media) and offline marketing channels (TV and Print) using Google Analytics 4 (GA4) and how to make important business decisions, such as directing your marketing dollars to the best performing channels.

Through intelligent quantitative and qualitative analysis of key user behaviour metrics and deploying industry-leading analytical tools to gain a clear perspective of modern-day consumer buying journeys, trainees will be able to make better marketing decisions that support business objectives.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From \$380.25 (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

This course is suitable for Marketing Managers, Marketing Executives, Small Business Owners, employees from Digital Marketing Agencies, and individuals who wish to:

Gain a better appreciation of digital analytics, adopt a data-first approach, and cultivate a data-driven culture for their organisations and marketing projects
Translate data into action to achieve business objectives

This course is not for:
Digital analytics practitioners with more than a year of experience on the Google Analytics 4 platform
Individuals who have passed the Google Analytics Exams





Course Highlights

In this Digital Marketing Analytics course, trainees will learn how to:

- The importance of digital marketing analytics to any organisation
- How to map marketing KPIs to digital analytics metrics and why is it important
- How to set up Google Analytics 4 and implement tracking parameters on a live website (installing tracking code, goal setting, linking Google Ads to Google Analytics 4, and more)
- How to analyse and interpret Google Analytics User, Acquisition, Engagement, Monetisation, and Retention reports and translate data into actionable optimisation plans
- How to make better marketing decisions through understanding the impact of marketing budget allocation and benchmarking
- How to redefine organisational approach to analytics through the people, process, technology framework
- And much more

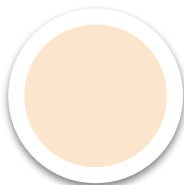
Course Objectives

By the end of the class, trainees will be able to:

- Understand the role of digital marketing analytics in the commercial and technical aspects of a modern enterprise website and market research
- Define critical questions throughout the user journey, map business objectives to marketing KPIs and metrics, and understand the importance of digital marketing analytics and digital data optimisation
- Deploy digital marketing analytics tools to establish and monitor marketing and advertising performance, KPI benchmarking, and apply key performance indicators (KPI's) for the measurement of return on investment (ROI)
- Set up campaign tracking and measuring overall marketing effectiveness such as calculating the marketing return on investment (ROI) through applying appropriate marketing attribution models
- Redefine organisational approach to analytics, present marketing intelligence insights, and make key recommendations to senior management



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Market Research** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Digital Marketing Analytics course assessment and achieved at least 75% attendance.



Course Outlines

Digital Marketing Analytics Fundamentals

Instructor-led | Mode of Delivery (Lecture & Illustration)

- What is Digital Marketing Analytics
- Emerging Trends in Digital Marketing Analytics
- What is its Role in a Digital Framework

Digital Marketing Analytics from a Marketing Standpoint

Instructor-led | Mode of Delivery (Lecture & Demonstration)

- Focus of Analytics in Marketing
- User journey from media to measured objectives
- Mapping KPIs to Metrics

Set Up Google Analytics

Instructor-led | Mode of Delivery (Lecture & Illustration)

- Account Hierarchy
- How Google Analytics Works
- Your First Website Visitor: You
- Connecting GA3 to GA4
- Data Filter

Accessing GA4 Reports

Instructor-led | Mode of Delivery (Demonstration & Practical Application)

- Exploring Google Analytics Interface
- Familiarising with GA4 Interface & Concepts

Course Outlines

Understanding Your User

Instructor-led | Mode of Delivery (Demonstration & Practical Application)

- Analysing User & Retention Reports
- Analysing User Data to Develop a Targer User

Exploring Your Traffic

Instructor-led | Mode of Delivery (Lecture & Illustration)

- Source, Medium & Channel
- Analysing Acquisition Reports
- Campaign Tagging & Data
- Analysing Acquisition Data to Improve Your Marketing Efforts

Determining User Engagement

Instructor-led | Mode of Delivery (Lecture & Demonstration, Practical Application)

- Analysing Engagement Reports
- Understanding Events in GA4
- Improve Your User Experience

Tracking Monetisation & Conversions

Instructor-led | Mode of Delivery (Lecture & Demonstration, Practical Application)

- Tracking Monetisation
- Define & Set up Your Conversions

Course Outlines

Redefine Organisational Approach To Analytics

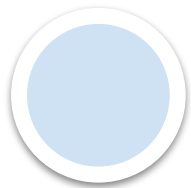
Instructor-led | Mode of Delivery (Lecture & Demonstration,
Practical Application)

- People: No 'I' in team
- Process: Standardize Efforts
- Technology: Simplify Life

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation





Trainer Bio

Dhawal Shah



Dhawal is the co-founder and Regional Managing Director at 2Stallions Digital Marketing Agency, an award-winning 360° full-service digital marketing agency since 2012 with presence in Singapore, Malaysia, Indonesia and India. He has trained 2K+ students around the region on various topics including digital marketing and digital transformation. He is also an angel investor and a startup mentor.



Why Learn with Equinet?



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, and guides. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$575.25
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$380.25
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$575.25
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials



“A course that exceeded my expectations overall. Detailed and patient guidance by the trainer – who not only taught us how to use GA, but also shared plenty of current industry insights and relevant real-life examples. Would highly recommend for anyone looking to learn more about data analytics in marketing.”

Aye Mon, *Workforce Singapore (WSG)*



“Though there was a lot of information to be absorbed, Dhawal was able to share insights in a layman’s perspective and it made it easy for me to understand the module.”

Audrey Wu, *Esquire*



“Even though I’ve been using GA for years (self-taught and learned from former managers), I learned a lot more from this course as it is much better than the videos offered in Google Analytics academy.”

Ina Jasni, *Integrated Health Information Systems*



“This is my second course with Equinet, I am thoroughly amazed at how the trainers condensed the course content into something that was easier to digest! For this Google Analytics course, I was surprised I was even able to follow through the class with not much difficulties (given that I am not a data savvy person).”

Sim En Qi, *National Heritage Board*

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

Digital Marketing Analytics



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Market Research | Course Code: TGS-2019503421 | Registry Period: 01 Jul 2019 - 30 Jun 2025