



# Digital Marketing Analytics & Optimisation (Google Analytics 4)

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



In-Person or Online-based classroom



Duration: 16 Hours (2 days)



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS

## You're in Good Company

We upskill and empower teams at leading industry organisations.  
You are in good hands



## Course Fees & Fundings

**Course Fee: S\$975.00** (inclusive of 9% GST)

**Course Fee After Eligible SSG Subsidies:**  
From **S\$292.50** (inclusive of 9% GST)

SkillsFuture  
Credit, PSEA,  
UTAP  
Claimable

[www.equinetacademy.com](http://www.equinetacademy.com)

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# Course Overview

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 that now utilise AI to gain a clear perspective of modern-day consumer buying journeys, trainees will be able to make better marketing decisions that support business objectives.



## 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.

**01. Marketing Managers:** Enhance strategic decision-making with advanced digital analytics insights, allowing you to refine campaigns and maximize ROI.

**02. Marketing Executives:** Develop skills in data interpretation and application, empowering you to make informed marketing decisions and track performance effectively.

**03. Small Business Owners:** Adopt a data-first approach to drive business growth, enabling you to identify trends, understand customer behavior, and optimize marketing efforts.

**04. Digital Marketing Agency Employees:** Learn to cultivate a data-driven culture in marketing projects, fostering a deeper understanding of client needs and improving service delivery.

**05. Individuals Seeking to Improve Marketing Efforts:** Gain a better appreciation of digital analytics, equipping you with the knowledge to enhance campaign performance and 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, you will learn:**

- 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 the use of in-built AI and 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



## Course Outline

# Digital Marketing Analytics Fundamentals

### Topics Covered Include:

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

- What is Digital Marketing Analytics
- Emerging Trends in Digital Marketing Analytics
- Digital Marketing Strategy Framework

## Digital Marketing Analytics from a Marketing Standpoint

### Topics Covered Include:

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

- Focus of Analytics in Marketing
- Mapping KPIs to Metrics

## Set Up Google Analytics

### Topics Covered Include:

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

- Account Hierarchy
- How Google Analytics Works
- Data Filter



## Accessing GA4 Reports

### Topics Covered Include:

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

- Exploring Google Analytics
- Basic Reporting Interface
- Additional Concepts

## Understanding Your User

### Topics Covered Include:

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

- User & Retention Reports
- User Exercise to Develop a Target User

## Exploring Your Traffic

### Topics Covered Include:

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

- Source, Medium & Channel
- Acquisition Reports
- Google Ads Campaigns Reports
- Search Console Reports
- Campaign Tagging & Data
- Acquisition Exercise to Improve Your Marketing Efforts





# Determining User Engagement

## Topics Covered Include:

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

- GA4 Event Basics
- Engagement Reports
- Improving Your User Experience
- Engagement Exercise to Analyse Webpages

# Tracking Monetisation & Conversions

## Topics Covered Include:

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

- Tracking Monetisation
- Key Events

# Redefine Organisational Approach To Analytics

## Topics Covered Include:

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

- People
- Process
- Technology

# Assessment Component

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





Trainer Profile

# 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.







## Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Content Management 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 & Optimisation (Google Analytics 4) course assessment and achieved at least 75% attendance.

\*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Management

Course Code: TGS-2019503421

Course Support Period: 01 Jul 2019 – 30 Jun 2027





## Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

**4.9/5**

Google Reviews

**20,000+**

In our community and have  
trained at Equinet

**4/5**

Quality Rating on TRAQOM  
via Qualtrics





# Testimonials

”

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

”

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

”

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

”

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)

”

I recently completed the digital analytics course and it was a game-changer for my marketing career. The practical insights and hands-on approach helped me adopt a data-driven mindset and optimize our marketing strategies effectively. The course was thorough, and I can now translate complex data into actionable business insights. Highly recommend it!

Mei Lin



# Frequently Asked Questions

## **What is the difference between this course and the Advanced Digital Marketing Analytics course?**

The WSQ Digital Marketing Analytics course covers the fundamental concepts of Google Analytics 4.

The [Advanced Digital Marketing Analytics](#) course goes into more detail covering more advanced concepts of Google Analytics and preps you for the Google Analytics Individual Qualification (GAIQ). This certification is also awarded by Google Analytics Academy and it demonstrates a high level of proficiency in Google Analytics.

You may go through and review both course outlines in detail and contact us should you have any specific questions on this.

## **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. For more details, you may read the [Online-based Classroom Learner Guide](#).





## Related Courses

- **Certified Digital Marketing Analyst (CDMA)**
- **Certified Digital Marketing Strategist (CDMS) v2**
- **Advanced Digital Marketing Analytics (Google Analytics 4)**
- **Digital Marketing Strategy**
- **Google Tag Manager**
- **Conversion Rate Optimisation (CRO)**

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

Sign up for **Digital Marketing Analytics & Optimisation (Google Analytics 4)**

**Reserve your seat here today.**





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**For More Information**  
**Contact Us**