

Google Analytics Training for Education Marketing & Recruitment

Staff Development Workshop

Course date	Title	Location	Duration	Price*	2 Day Price*
14 April 2016	Google Analytics Beginner (101)	Aarhus/ Denmark	1 day	€ 650	€ 950
15 April 2016	Danish Market Insight & Google Analytics Advanced (102)	Aarhus/ Denmark	1 day	€ 650	

Training includes lunch, snacks and refreshments
* All prices exclude VAT

In today's competitive environment online marketing is becoming more and more important. Not only is online marketing highly effective it is also highly measurable. The reality, however, is that most marketers and recruiters do not always have access to their institution's Google Analytics, or know how to use it effectively in tracking visitors to and through their website.

This workshop will focus on the importance of Google Analytics for international marketing and recruitment and provide marketers and recruiters with a solid background combined with practical examples to help them analyse their web statistics and track visitors to and through their website.

Training Programme

Google Analytics Beginner (101)

- Introduction to the marketing funnel and conversion rates
- Return On Investment (ROI) and online marketing
- Introduction to Google Analytics: referral traffic, bounce rate and other terminology
- The limits and benefits of online metrics in Google Analytics
- Setting up views showing country/region breakdown per source/campaign
- Setting up segments to measure conversion
- Analysing the conversion rate of your visitors of your university website towards an enrolled student
- Setting up dashboards to see easily the conversion rates per traffic source/ country/ campaign
- Discussing options to get further insights from your website
- Practical exercises

Danish Market Insight & Google Analytics Advanced (102)

- Market insight to Danish market including which countries are interested in which disciplines, when and competitor analysis
- Introduction to Google Analytics Advanced: Events and Goals
- Regular expressions
- Multi channel tracking
- Cross/Sub-domain tracking
- Source-student/CRM connection set-up possibilities
- Introduction to Google Tag Manager for non-IT people and Universal Analytics
- Practical exercises

Target Audience

This course is aimed at university and college staff with the following responsibilities:

- (Inter)national marketing & recruitment
- Marketing and communications
- International sales
- Web analytics

Learning Outcomes

Day 1

Following this training course, you will be able to:

- Understand the importance of online metrics
- Understand the importance of conversion rates and the cost effectiveness of your activities
- Analyse the behaviour of visitor's to your university's website
- See country breakdowns of your marketing channels in Google Analytics
- Define and measure conversion rates of your visitors
- Assess online campaigns based on conversion towards an enrolled student
- Improve your website to be able to track until enrolment

Day 2

Following this training course, you will be able to:

- Gain insight into trends in Danish Higher Education based on 5+ year StudyPortals data – competitor markets, discipline popularity and country of origin insight
- Have a better understanding of Google Analytics and dive deeper in statistics/conversion
- See how students search for your website and which/how many other website they visit before they make decision
- Get more power with Google Tag Manager and learn how you can implement things without IT support
- Have more insight on how to connect to dots between applied student and their source
- Learn how to continue tracking between two different internal websites like: apply.university.com and www.university.com
- Improve your conversion tracking with events and goals

Pre-requisites

Participants will have to have access to their university's Google Analytics account and will have to bring their own laptop.

Trainers



Thijs van Vugt is Director Analytics and Consulting at StudyPortals. He has over 25 years of experience in international education. He worked at Tilburg University in the Netherlands between 1989 and 2006 in various capacities, both at central and faculty level. He also worked for the ERASMUS Bureau in Brussels for 6 months in 1993-1994. In early 1995 he moved to Britain to work for Sheffield Hallam University for 18 months. In 1997 he became Head of the International Office of the Faculty of Economics and Business Administration at Tilburg University.

From 2006 until 2009 Thijs was partner and director of StudyWorld (Netherlands) BV, a student recruitment agency and IELTS Testing Centre in the Netherlands, which was sold to Kilroy in Denmark. From October 2008 until May 2011 Thijs was the Interim Head of Marketing, Communication and Admissions of the Institute for Housing and Urban Development Studies of Erasmus University Rotterdam. From September 2011 until January 2013 he acted as head of marketing for RNTC. From July 2011 until September 2015 he was Senior Account Manager at StudyPortals.

Thijs is the founder of the Professional Section on Marketing & Recruitment of the European Association for International Education (EAIE) and has been Chair of M&R from 2002 to 2008. From 2004 to 2008 he also was a member of EAIE's Executive Board. Thijs served on EAIE's Conference Programme Committee in 2010 and 2011. In September 2009, Thijs was awarded the Bo Gregersen Award for Best Practice of the EAIE. Thijs has a Master's degree in International Economics from Tilburg University, a post-graduate diploma in Public Management from TiasNimbas Business School, and a post-graduate certificate in Customer Relationship Management (CRM) from Beeckestijn Business School. Thijs is a member of the Register of CRM Professionals.



Meltem Oktay works as Senior Analytics Consultant in the Analytics & Consulting Team at StudyPortals. She started working for StudyPortals in 2011. Her initial job was to develop the UK and Turkish market at which she was so successful using her expertise and skills in Google Analytics that she quickly became the company's expert on Google Analytics and Google Tag Manager. Besides supporting StudyPortal clients with more insight on country and discipline interest, ROI and website audits and redesign, Meltem is increasingly providing training on Google Analytics for universities across Europe.

Meltem has studied Industrial Engineering & Management in Istanbul Yildiz Technical University, Turkey. During her education, she has traveled and studied around Europe which brought her the passion for internationalism. Meltem believes in the strenght of technology and internet which enables us the transparency and tracking options. Although, she thinks it is important to have the continuous relationship and knowledge between relevant departments in an university to be able to see the full conversions.

Venue

The workshop will be hosted by one of our valuable clients; Aarhus University.

Address:

Studenterhusets Konferencecenter

Fredrik Nielsens vej 2-4

Meeting room 2.3

DK-8000 Aarhus C,

Denmark

Registration

To register for this workshop, please complete the [registration form](#). When registering please be sure to provide us with your institution's VAT number, so we will not have to charge you VAT.

The registration deadline is **15 March 2016**.

Upon receipt of your registration we will send you an invoice. Invoices are payable within 2 weeks. Cancellation is free of charge until 15 March 2016. After that date [conditions](#) apply.



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