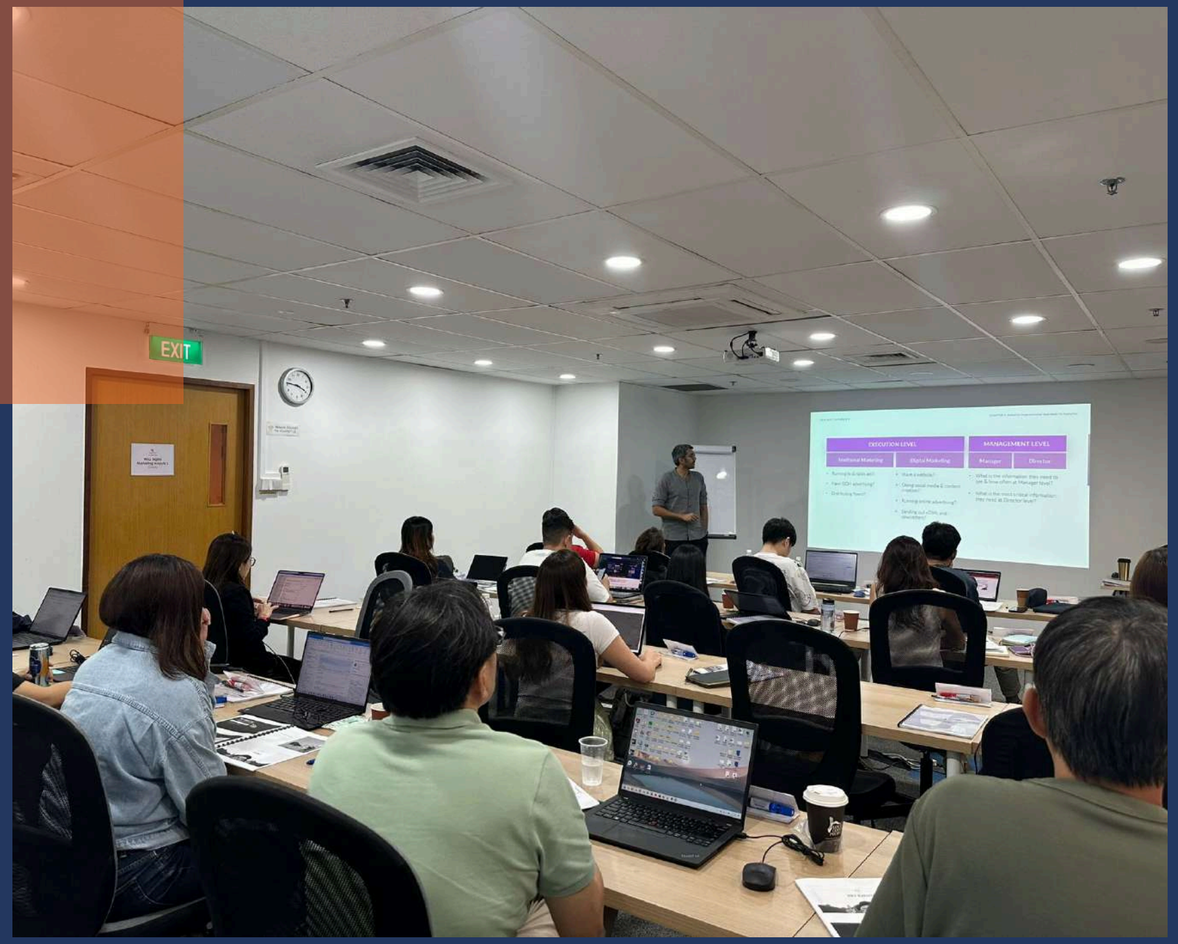
Equinet Academy

Google Tag Manager

Track Your Marketing Campaigns with Ease



In-Person 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.

Microsoft · new balance · SONY · IKEA · DHL · FUJI Xerox

Course Fees & Fundings

Course Fee: S$990.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S$297.00** (inclusive of 9% GST)

SkillsFuture Credit, PSEA, UTAP Claimable

www.equinetacademy.com

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Course Overview

In an increasingly noisy digital world, marketers need the flexibility to quickly update and deploy marketing codes as soon as new releases are available. Any delays are costly and might lead to an organisation's inability to maximise their investments in tools.

In this 2-day hands-on Google Tag Manager certification course, participants will learn step-by-step powerful yet simple tag deployment strategies. You will get an understanding of the technical features & capabilities of Google's Tag Manager suite, and learn how these help to hasten your tag deployment workflows. During the course, you will have hands-on experience to create a variety of commonly-used tags such as Google Analytics and Facebook Pixel.

Course participants will be equipped with insights and experience installing Google Tag Manager on a WordPress site. On the second day, participants will learn how to set up user-defined variables and track events such as clicks, form submissions and more.

Target Audience

This course is targeted to Marketing Managers, Website Administrators, Web Developers and Individuals who want to learn how to use Google Tag Manager to track and manage a website.

01. Marketing Managers: This course is ideal for Marketing Managers who want to enhance their skills in tracking and analyzing website performance. Learning Google Tag Manager (GTM) will allow them to implement advanced marketing strategies and improve campaign effectiveness.

02. Website Administrators: Website Administrators can greatly benefit from this course by learning how to efficiently manage tags across multiple pages. It simplifies the process of implementing tracking codes, helping them maintain a well-functioning website.

03. Web Developers: Web Developers will gain a comprehensive understanding of Google Tag Manager, which will allow them to streamline the process of adding and managing website tags without the need for constant code changes. This leads to more efficient website development and maintenance.

04. Individuals Seeking GTM Skills: Individuals who want to learn the essentials of Google Tag Manager will find this course highly beneficial. It covers everything from the basics to advanced techniques, making it suitable for both beginners and those looking to deepen their expertise.

05. Tracking and Analytics: The course emphasizes the importance of tracking user interactions on websites. It teaches participants how to set up and manage tags that collect valuable data, which can be used for better decision-making in marketing and business strategies.

Prerequisite

You are required to have basic computer navigational skills such as opening and closing of files, dragging, and dropping of widgets, copying, and pasting of files.

Course Highlights

In this Google Tag Manager course, you will learn:

- How to setup Google Tag Manager from scratch
- How to install 3rd party tags such as Facebook Pixel
- How to set up triggers to track events such as exit links and form submissions (event tracking)
- Concepts of Google Tag Manager tools such as version control and preview mode
- How to integrate Google Analytics with Google Tag Manager for easier management of goal and event tracking
- and much more

Course Objectives

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

- Connect and verify Google Tag Manager account setup and compatibility with a website and Google Analytics
- Create a Google Tag Manager account
- Install Google Tag Manager on a WordPress website
- Utilise Google Tag Assistant to evaluate a Google Tag Manager setup
- Associate Google Analytics to a Google Tag Manager account
- Set up Google Analytics event tracking
- Manage Google Tag Manager versioning
- Utilise the Google Tag Manager Preview mode
- Deploy Facebook Pixel using Google Tag Manager
- Assign Google Tag Manager container permissions

Course Outline

Getting Started with Google Tag Manager

Topics Covered Include:

Instructor-led | Mode of delivery (Lecture, Case Study, Ice-breaker)

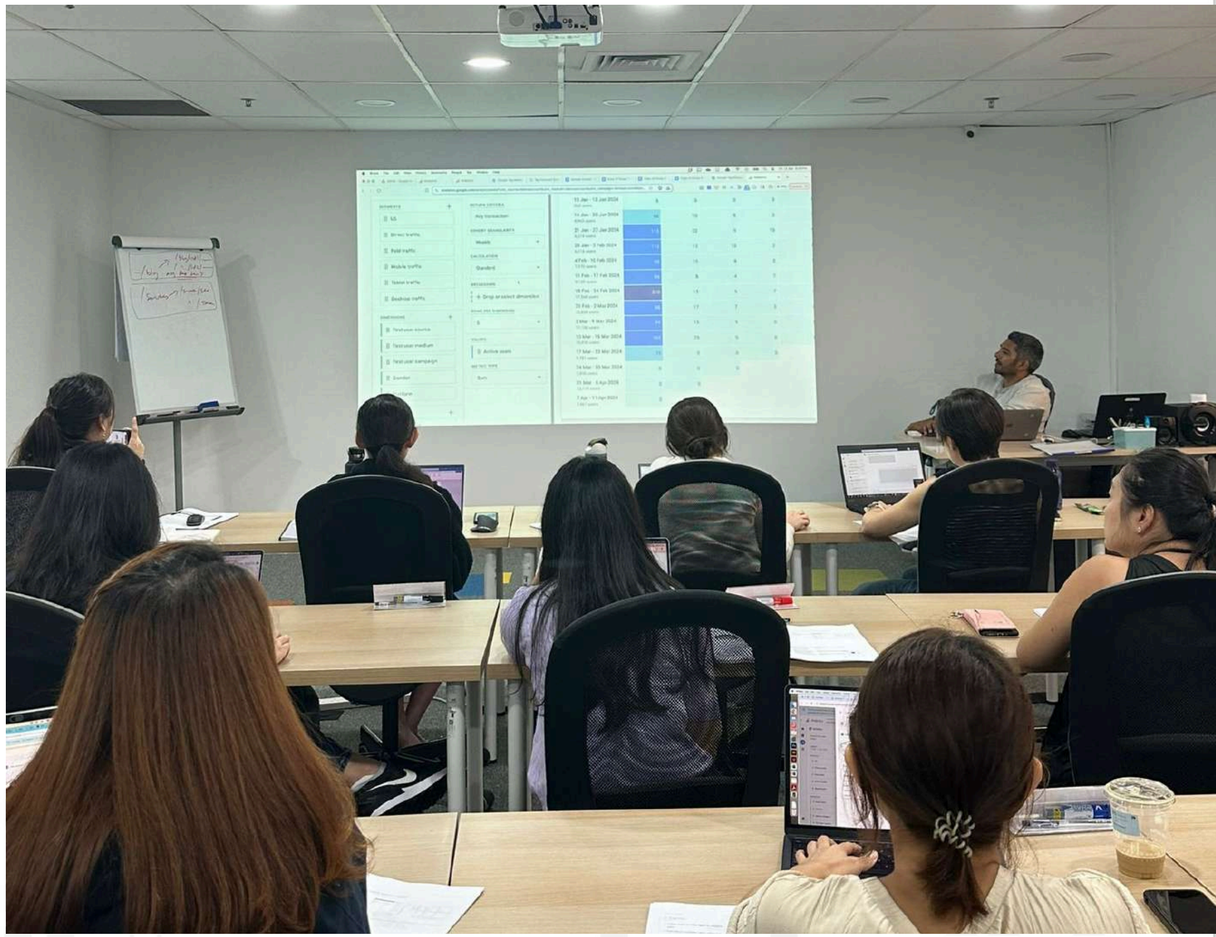
- What is Google Tag Manager and use cases
- Process of getting started with Google Tag Manager
- Creating a Google Tag Manager account
- Overview of Google Tag Manager Interface (Admin overview, workspaces, preview mode)

Deploying Google Tag Manager

Topics Covered Include:

Instructor-led | Mode of delivery (Lecture, Demonstration and modelling, Practice and feedback)

- The 3 building blocks of Google Tag Manager
- Deploying Google Tag Manager onto a WordPress website
- Installing Google Tag Assistant
- Verifying tag integration success with Google Tag Assistant
- Integrating Google Analytics with Google Tag Manager
- Setting up user-defined variables
- Setting up data layers
- Passing static and dynamic values into Custom Dimensions and Custom Metrics
- Setting up event tracking with Google Analytics integration
- Setting up form event tracking
- Deploying Facebook Pixel via Google Tag Manager
- Setting up Google Ads conversion tracking via Google Tag Manager



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Managing Google Tag Manager

Topics Covered Include:

Instructor-led | Mode of delivery (Lecture, Demonstration and modelling, Practice and feedback)

- Managing versioning in Google Tag Manager
- Creating and organising folders within Google Tag Manager
- Assigning container permissions to various user roles within Google Tag Manager

Assessment Component

- Written assessment – Case study with Questions
- Individual project presentation

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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) – ICT-DIT-3016-1.1 System Integration under the Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Google Tag Manager course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework ICT-DIT-3016-1.1 System Integration.

Course Code: TGS-2022014957
Course Support Period: 05 Aug 2022 - 04 Aug 2026

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

The Google Tag Manager course was informative and I was able to take away useful skills to solve my challenges on event tracking

Ore Yi Hui,
Data Strategy Pte Ltd

Dhawal and the Equinet Team were highly professional, very knowledgeable, very dedicated, and generous in sharing their expertise in digital analytics. Highly recommended and looking forward to future opportunities to learn from Equinet again!

David Fong

Friendly and conducive learning environment. Want to thank Dhawal for the facilitation of the course!

Ian Khoo,
Media Labs Innovation Pte Ltd

I'm so glad I took this course. As a Web Developer, it has streamlined the way I handle tracking codes and integrations. The practical examples and hands-on approach made it easy to apply what I learned. Now, I can make changes faster and more efficiently, saving time and improving our site's performance

Jia Wei Ong

This course was a game-changer for me! As a Marketing Manager, understanding Google Tag Manager has significantly improved our tracking capabilities. The instructor was clear and detailed, making complex concepts easy to grasp. I can now confidently manage our website tags, ensuring we get accurate data for all our campaigns.

Zi Xuan Lee

Frequently Asked Questions

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.

What is Google Tag Manager and why is it important?

Google Tag Manager is a user-friendly tagging system made for businesses of all sizes to manage analytics and marketing tags (for tracking and measuring the performance of marketing campaigns) more efficiently.
Google Tag Manager is a useful tool to streamline the process of deploying tracking codes. All your tags are managed in one place and best of all, it's free.

Do I have to be a developer to use Google Tag Manager?

To maximise the benefits of Google Tag Manager, some knowledge of Javascript, CSS and basic HTML will be useful. However, for this course, no pre-requisites other than basic computer knowledge is required to understand the fundamental concepts and implement Google Tag Manager tracking.

Does Google Tag Manager work only with Google Products?

No, Google Tag Manager can be used to deploy a variety of analytics or advertising tags. During this course, we will use Google Tag Manager to deploy Facebook pixels in addition to Google Analytics.

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Related Courses

Digital Marketing Analytics (Google Analytics)

Website and Landing Page Conversion Optimisation

Advanced Digital Marketing Analytics (Google Analytics)

Track Your Marketing Campaigns with Ease

Sign up for **Google Tag Manager**

Reserve your seat here today.

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Equinet Academy
10 Anson Road, #18-24
International Plaza,
Singapore 079903

www.equinetacademy.com

For More Information

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