

GTM Masterclass for Beginners

Who is this course for?



Digital
Marketers



Web
analysts

It would be great if you were familiar with



Google Analytics



Google Ads



Pixel



What to expect from this course?



Presentation
and screencast



Best practices



Practical tasks
& sandbox



The result

How to get the most out of this course?



Get through the
entire course
and in order



Follow along
and do
exercises



Ask questions

Mention bonus lessons and case studies

Overview

- What is GTM and why should you use it?
- Basic and intermediate implementation (GA)
- Interaction tracking (clicks, forms, videos, scroll, etc.)
- Data Layer
- DVTT Framework
- Conversion Tracking
- GDPR
- How to apply your new knowledge in real-life



Notice any mistake/error?
Post a comment