Navigating the Cookieless World :

A Guide to Alternative Tracking Solutions (with hands-on)

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

The shift towards a cookieless world is a growing concern for businesses that rely on website analytics and tracking to understand their audience and make data-driven decisions. In this course, we will explore alternative tracking solutions, including Google Analytics (GA) and Google Analytics 4 (GA4), and how they can help business navigate the cookieless landscape. This course is designed for small and medium business owners who want to stay ahead of the curve and optimize their online presence.

This course is ideal for small and medium business owners looking for a comprehensive understanding of the impact of cookieless tracking on their digital marketing campaigns and how to leverage alternative tracking solutions, such as GA and GA4, to optimize their business growth and learn how to utilize CRM & customer data to personalize marketing campaigns and make data-driven decisions.

Programme Code	10014422-01
Date & Time	9．11 August 2023 1900-2200
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK$2,250 *(Group discount will be offered to enrolment of 2 people or above, please contact us for details)*

Course Highlight

- Understand the implications of the cookieless world for small and medium businesses

- Explore alternative tracking solutions to cookies, including GA and GA4

- Learn how to implement GA and GA4 on your website

- Understand how to set up goals and conversions in GA and GA4

- Learn how to use GA and GA4 to track user behavior ad traffic patterns

Course Outline

Session	Course Outline

Session 1 (3 hrs)
Introduction to the Cookieless World & Getting Started with Google Analytics
	<u>Introduction to the Cookieless World</u>
	
	• Understanding the implications of the cookieless world for small and medium businesses
	• Exploring the impact of third-party cookies and privacy concerns
	• Identifying alternative tracking solutions
	
	<u>Getting Started with Google Analytics</u>
	
	• Understanding the basics and the differences of GA and GA4
	   o Setting up GA4 on your website
	   o Creating and configuring GA4 properties
	   o Setting up goals and conversions in GA4
	• Understanding the user behavior and traffic patterns tracked by GA and GA4
	• Using GA and GA4 to track engagement and user behavior
	
	   o With hands-on exercise

Session 2 (3 hrs)
 	
Analyzing Google Analytics Data & Utilizing CRM for Personalized Marketing Campaigns
	<u>Analyzing Google Analytics Data</u>
	
	• Interpreting GA and GA4 data to make data-driven decisions
	• Understanding how to optimize your website based on GA and GA4 data
	• Analyzing the effectiveness of marketing campaigns using GA and GA4 data
	   o With hands-on analysis exercise in GA4
	• Advanced Topics in Google Analytics
	
	<u>Utilizing CRM for Personalized Marketing Campaigns</u>
	
	• Introduction to Customer Relationship Management (CRM) and how it can help businesses create targeted marketing campaigns
	   o Hands-on exercise to set up CRM
	   o Using CRM to view the activities of customers
	• Assessing the various types of CRM systems and their features
	• Exploring ways to integrate CRM into existing marketing campaigns
	   o Using CRM to learn integration of touchpoints
	• How to use customer data to create customized content and messaging

Enrolment method

- Scan the QR code to complete the enrolment and payment online; or

- Mail the crossed cheque with payee name "Hong Kong Productivity Council" in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (ATTN to Ms KU, DTD). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at https://www.hkpcacademy.org