



Google

Tag Manager



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About the Tutorial

Google Tag Manager is the next big thing in the Digital Marketing world. For any product marketer, it becomes a task to achieve efficient data from the product blog/website. When it comes to the data, there are multiple product marketing tools available. To handle these tools, Google Tag Manager provides a universal solution.

This tutorial will take you through the basics of Google Tag Manager, right from the Tag formation to interacting with special functions such as Form Submission, Mouse Scroll Events, etc.

Audience

The primary audience for this tutorial are the product marketers. However, this tutorial is useful for anyone working with Google Tag Manager as a part of their development assignment. With the basic introduction, product marketing enthusiasts can benefit from knowing what Google Tag Manager has to offer.

Prerequisites

We assume that the reader has beginner's understanding of Web/Mobile Marketing. Google Analytics knowledge is mandatory. Other than that, it is assumed that the reader is acquainted with a blog, configuring a blog and modifying the blog for enhancements.

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1. GOOGLE TAG MANAGER - OVERVIEW

To understand Google Tag Manager, we first need to understand a few related concepts.

Product Marketing - Background

With the advent of the Internet and the web, there has been an immense necessity to stand out from the rest for promoting your product. This era has surpassed the times when advertising and marketing used to work in a fantastic way with paper media.

With the requirement of marketing the product becoming a focused and skillful task, there is a new breed of professionals called "Product Marketers". These folks are required to be updated with the market trend, user behavior, and the likes and dislikes of their audience.

The product marketer, donning the hat of an analyst and an advertiser, needs to know many things to be on top of things. One such thing is – creating a marketing campaign for successful user engagement.

If we go with the Wikipedia definition for product marketing – **Product Marketing is the process of promoting and selling a product to an audience.**

In short, a product marketer needs to create various promotional campaigns to stay on top of the competition, thereby increasing the sales.

Since the dot com boom, for a successful product marketing, the presence of a product is required not only in the real world but also in the web world. The presence and acceptance in the web world is directly proportional to the success of the product.

Product Marketing Tools

In this quest of increasing product sales along with being creative, a product marketer needs to be aware of certain effective tools. These tools by themselves prove helpful to market the product and analyze the user trend accordingly.

Following are some commonly used product marketing tools:

- Google Analytics
- Chartbeat
- Kissmetrics
- Sprint Metrics
- Woopra
- Clicky
- User Testing

- Crazy Egg
- Mouseflow
- Mint

Google, obviously tops the list with their offering – Google Analytics. Google introduced this analytics tool very early during the product marketing evolution. Indeed, it is the most reliable and highly used tool in the product marketing community.

The tool has its unique way of operation using a user-friendly interface. The user has to add the Google Analytics Account Number to their respective website/blog pages. Accordingly, the user visits and the clicks are tracked by Google Analytics.

Using Different Analytics Tools

Similar to Google Analytics, every other tool as provided in the above list has a different way of functioning. When it comes to using a particular tool, it calls for having the website/blog code modified in order to start tracking the behavior of the user.

These tools provide an analysis on which page was used at most times, what were the activities performed by the user, etc. Also, these tools can provide a quick feedback in the form of data for the newly launched features.

The way Google Analytics works is quite similar to how most of the other listed tools would work. Now, consider a relatively large product organization, focused on building a new feature to enhance their customer experience. For such large scale organization, it is useful to have huge release processes/pipelines, which get the desired feature out in a seamless way.

Enter Google Analytics. For Google Analytics to be useful, it is required that all the pages in the product website code should have this account number. However simple it sounds, for large product organizations, sometimes, adding a small piece of code in the page can be cumbersome and it calls for rigorous testing after creating this feature.

If the product organization aims to use multiple data analytics tools as given in the above list, then multiply the effort in terms of time and cost by the number of tools in use. This becomes painful as the product matures. Eventually, gauging the user behavior also becomes a must. In such cases, it is important to have a one-for-all mechanism, so that it becomes easier for product marketers to create different campaigns on the fly.

As different tools use different techniques for tracking the user behavior, there is a need to go for a single medium, which accounts for these different techniques with different tools.

Google Tag Manager - Introduction

For a product marketer, to use different tools calls for respective learning curve. Having different tools entails different codes to be entered and hence the changes in the website. If

there is a simple and straightforward process of changing the website code, it becomes a bliss for adding the different codes related to different analytical tools.

Google Tag Manager (GTM) is a free tool that makes it easy for marketers to add and update website tags. The tags enable site page views monitoring, conversion tracking, etc. Using Google Tag Manager, one can have an effective tag management solution that allows for quick and easy updates in website tags. Tags are basically code snippets, which are intended for traffic analytics and marketing optimization.

For a product marketer engaged in different product analytics solutions, Google Tag Manager is a must have, as it covers many aspects of product marketing under one roof. You can add and update AdWords, Google Analytics, Firebase Analytics, Floodlight and other third party tags using Google Tag Manager.

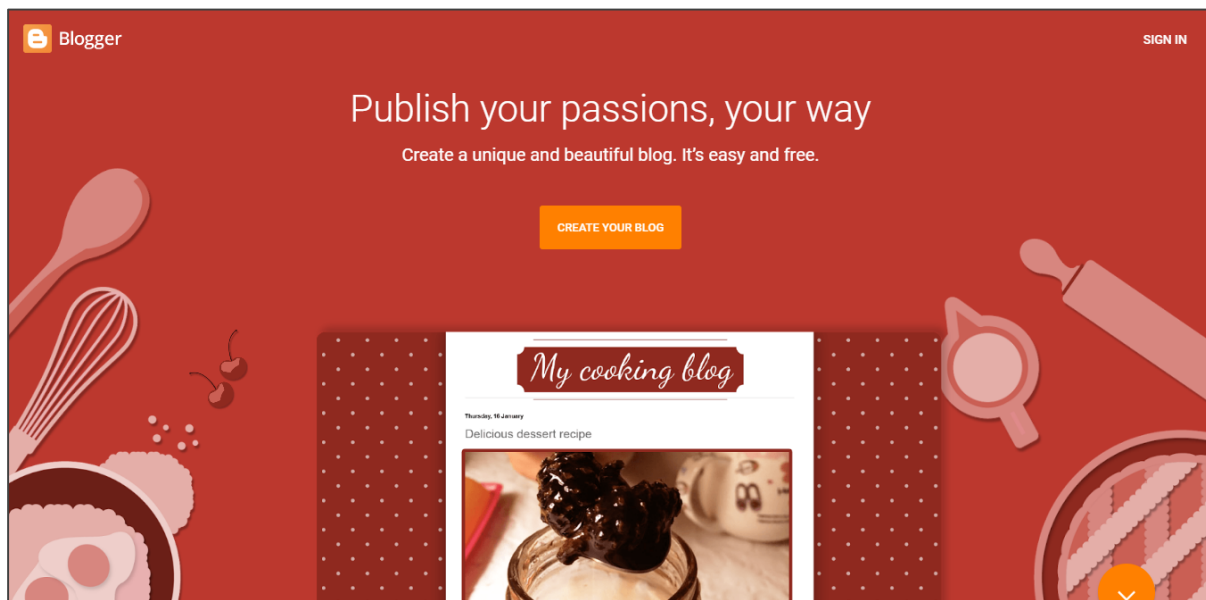
2. GOOGLE TAG MANAGER – SET UP

For setting up Google Tag Manager, having a website is a must. For the purpose of the tutorial, we will go through the following process to set up Google Tag Manager.

- Set up a blog with Blogger.com
- Create an account with Google Tag Manager
- Install a tag on the blog

Create a Blog with Blogger.com

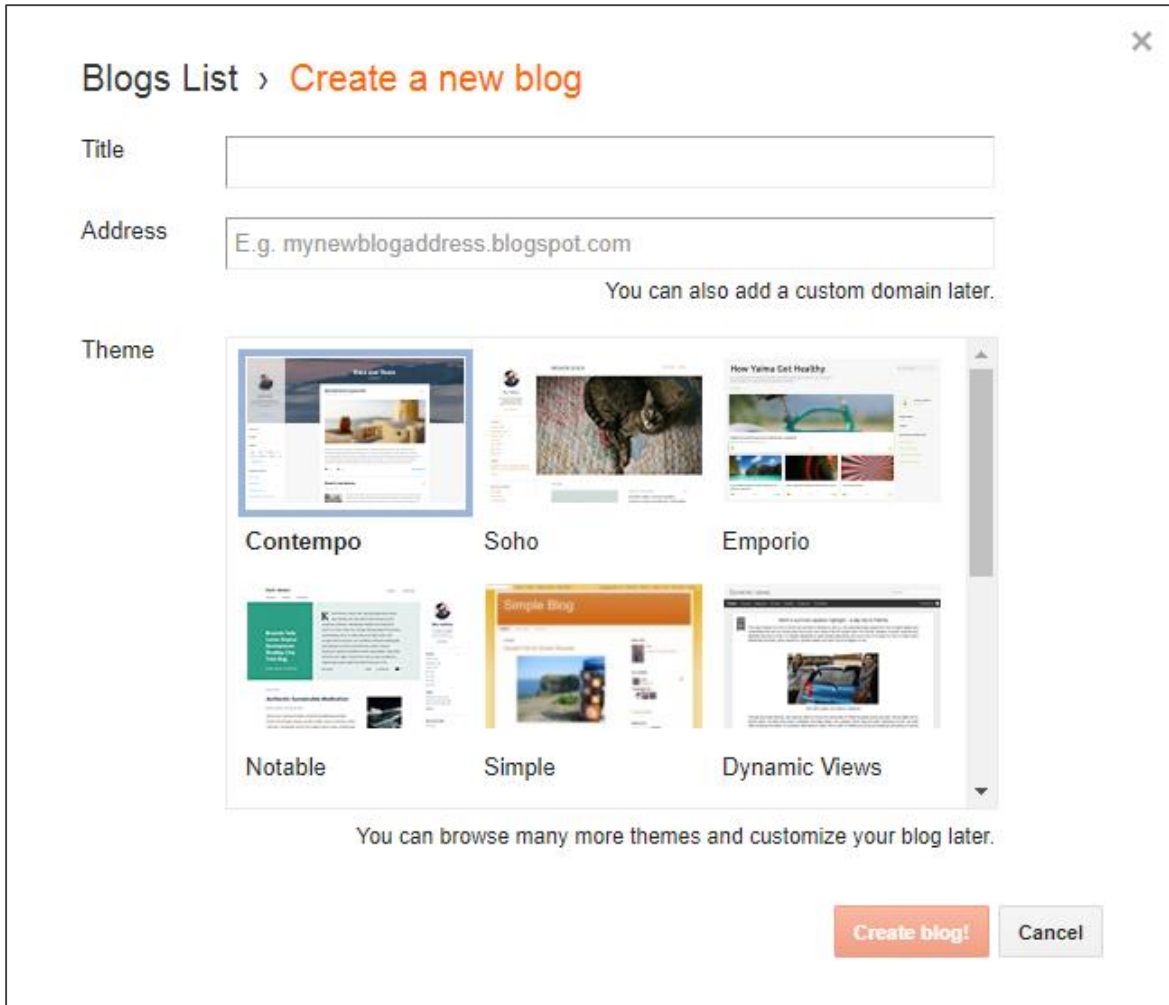
Step 1: To get started with creating a blog, follow this link – <http://blogger.com>. The homepage for blogger will pop up as shown in the following screenshot.



Step 2: Click the button – CREATE YOUR BLOG to start creating a blog.

As the next step, Blogger will ask you for your Google account. Blogger, being one of the Google products, makes your life easy by allowing Google account to create a blog online.

Step 3: Enter your credentials for Google, and you will see the following screen for creating your blog.



Blogs List > Create a new blog ✕

Title

Address
You can also add a custom domain later.

Theme

Contempo Soho Emporio

Notable Simple Dynamic Views

You can browse many more themes and customize your blog later.

Create blog! Cancel

Step 4: Choose a title, address, and blog theme of your choice.

Entering a title is pretty straight forward, you may provide any title as you like. With the address, as you start typing the desired blog address, the interface will start searching for availability. Following screenshot shows how a blog address is being searched.

Blogs List > Create a new blog

Title: Google Tag Manager Tutorial

Address: gtmtutorial2017|blogspot.com
gtmtutorial2017.blogspot.com Checking address availability...

Theme: Contempo, Soho, Emporio, Notable, Simple, Dynamic Views

You can browse many more themes and customize your blog later.

Create blog! Cancel

Once you are through with this process and the blog address is available, you will see the following message in the text box.

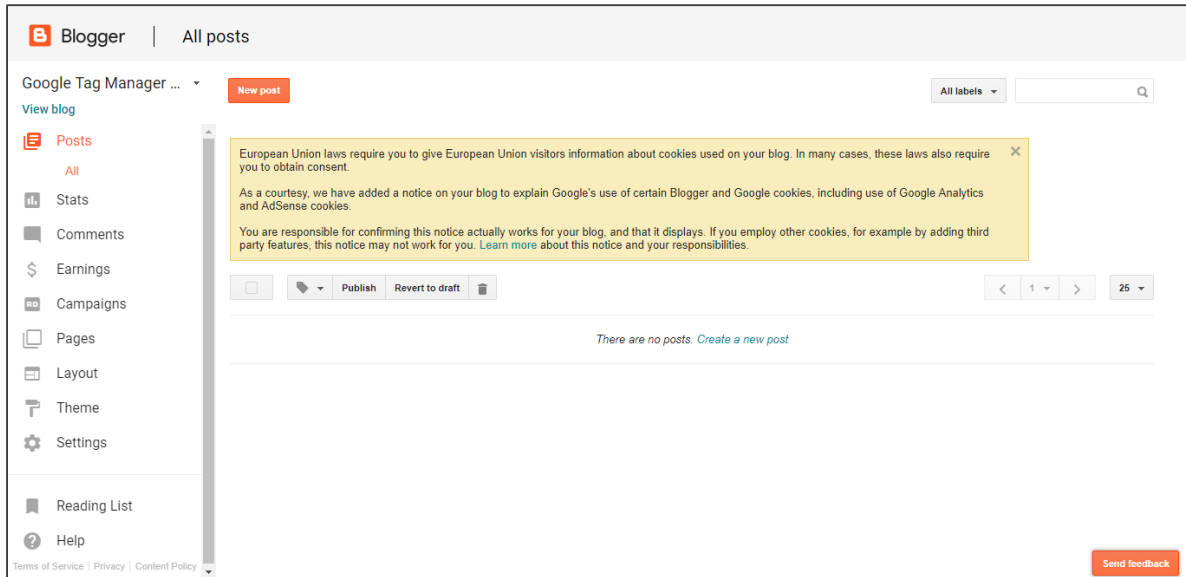
Address: gtmtutorial2017|blogspot.com ✓

This blog address is available.

As shown in the above screenshot, the blog address – <http://gtmtutorial2017.blogspot.com> is selected.

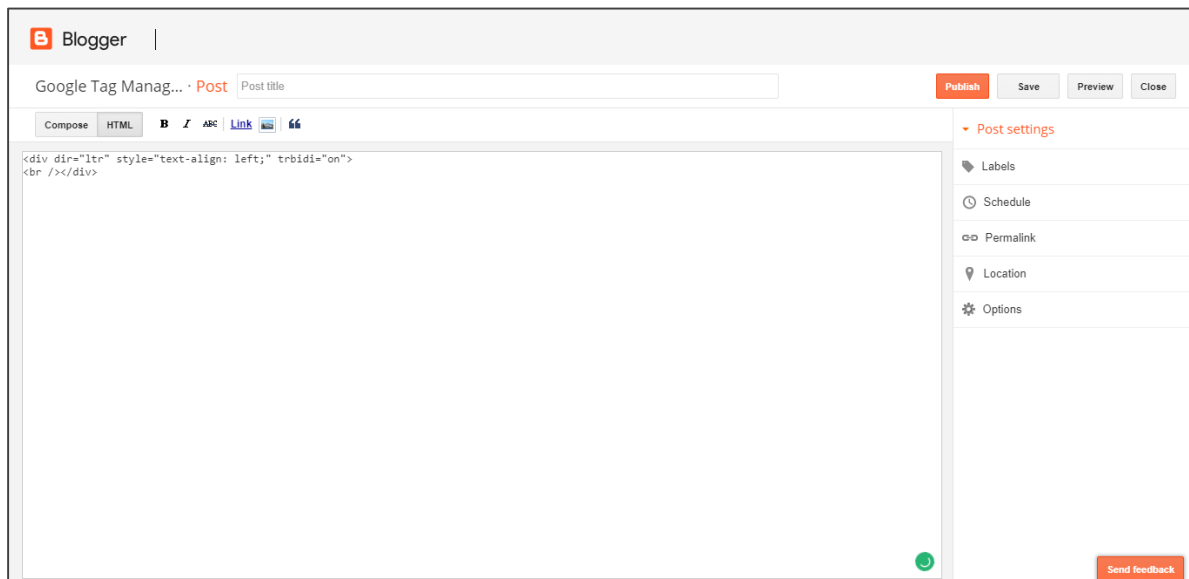
Step 5: Once you have selected the required design, click the red button – Create blog!

The system will take a few seconds and your new blog will be ready. Once done, you will be presented with the following interface to start writing a blog.



At least one post is required to see Google Tag Manager working effectively.

Step 6: Create your first post on the blog by clicking the link button in blue – Create a new post.



Step 7: You can start writing the contents of your first blog post. Provide a post title as required at the top of the screen.

Many a times, blogger makes it easy to compose both HTML and rich text content. This is possible by using the toggle button Compose/HTML at the top left corner of the screen. Let us see how to use Compose option as an example.

End of ebook preview
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