



# ACADEMY

powered by  Headstart Studios



**YOUR ONLINE CAMPUS FOR  
DIGITAL TRENDS AND TOPICS**  
**DIGITAL MARKETING ANALYTICS – FUNDAMENTALS**



## ABOUT THE OMR ACADEMY

### YOUR ONLINE CAMPUS FOR DIGITAL TRENDS AND TOPICS

At the OMR Academy, you will gain the knowledge of the **best OMR experts** in an innovative learning environment.

Our partner Headstart Studios stands for successful education and has been developing **modern e-learning solutions** for years. Together we have created different online courses on **digital topics** that are fully geared towards **practical application**.

### THE OMR ACADEMY IS:

**PRACTICE-ORIENTED**

**INTERACTIVE**

**ACCESSIBLE ANYTIME & ANYWHERE**

**INSTRUCTIONAL**

**CUTTING EDGE**

# ABOUT THE OMR ACADEMY

## INNOVATIVE LEARNING CONCEPT

### Practice

Lasting learning through direct application of the contents

### Up to Date

Up-to-date knowledge through OMR learning materials

### Community

High motivation through exchange opportunities in a group

### Live & Interactive

Live sessions and Q&A with industry experts

### Online Campus

E-Learning on demand  
 - at the office and from home

## FLEXIBLE LEARNING

### Time and Effort

2-3 hours per week over a period of 10 weeks

### Time Saving

Professional training without travel expenses

### Device-independent

The course is both app-based and accessible via the website. This makes learning possible from anywhere and at any time.

### Anytime

Live sessions are available to you as a recording on the following business day

## LASTING TRAINING

### Expertise

Insider knowledge and confident use of relevant tools.

### Networking

Benefit from valuable industry contacts in the long term

### Exchange

Use our experts as competent contact persons for content-related questions & challenges

### Acknowledgment

OMR Academy Certificate of Completion

## COMPANIES THAT ALREADY RELY ON PRODUCTS FROM HEADSTART STUDIOS & OMR:



## DIGITAL MARKETING ANALYTICS – FUNDAMENTALS

### BASIC FACTS

<b>TARGET GROUP</b>	Online marketers, career changers and generalists who take on the challenge of measuring which marketing channels and which campaigns perform well.
<b>COURSE SCOPE</b>	10-week e-learning course with 2-3 hours of learning per week – available online at any time, whether at work or at home.
<b>CONCEPT</b>	Online campus with live sessions from industry experts and direct application for high job relevance.
<b>OBJECTIVES</b>	Learn how to make marketing measurable, which KPIs are relevant and which tools make your life easier in order to achieve your set goals.
<b>COURSE DATE</b>	 03/11/22-05/22/22

## DIGITAL MARKETING ANALYTICS – FUNDAMENTALS

### CONTENT

#### **WEEK 1: OVERVIEW & STRATEGY**

The biggest challenge - but of course also a great opportunity - in digital marketing is to make the success and failure of your own measures measurable. In week 1, you will learn the importance of digital analytics for your marketing strategy, which basic terms you should know and which mindset and skillset you should have. We will also take a look at the criteria you should consider when selecting tools for digital marketing analytics. For the practical application in the next weeks we will get into Google Analytics.

Who actually lands on your website? In week 2, we will address this important question using audience reports. Tracking via cookies & pixels provides the important and relevant data for this.

#### **WEEK 2: TRACKING & SEGMENTATION**

#### **WEEK 3: MEASURING MARKETING CHANNELS**

This week we're looking at the question: Where do your users come from? We'll take a look at how best to track different traffic sources in web & app analytics and offline marketing and evaluate them in acquisition reports. Topics such as campaign parameters and cohort analyses play a major role here.

Starting in week 4, we will dive into the marketing funnel and look at which KPIs you can use to measure and optimize the awareness and reach of your brand.

#### **WEEK 4: BRANDING & REACH**

#### **WEEK 5: USER BEHAVIOR**

This week we analyze how users interact with your website or app and derive appropriate measures. KPIs such as bounce rate, page views and clicks provide information about which content your users like.

## DIGITAL MARKETING ANALYTICS – FUNDAMENTALS

### CONTENT

#### **WEEK 6: CONVERSIONS I**

Week 6 is all about achieving goals and analyzing conversions. We'll also look at how to identify blockers in the conversion process and optimize your marketing costs and efficiency.

This week we'll be analyzing longer-term customer relationships. After focusing more on e-commerce in week 6, we take a look at the differences between B2C & B2B KPIs and look at KPIs for lead generation and subscription models. You will also learn how to find the business-relevant target KPIs for different business models in practice.

#### **WEEK 7: CONVERSIONS II**

#### **WEEK 8: MERGING DATA**

We dive into tools for different use cases and address topics like business intelligence and A/B testing. In digital marketing, you often run into the challenge of having a lot of data from different tools. We'll show you how to build dashboards and bring data together easily and effectively for your purposes.

To help you to build a legally compliant tracking and analytics setup for your business, we will provide you insights and a good overview of legal principles and current regulations.

#### **WEEK 9: LEGAL BASICS & GDPR**

#### **WEEK 10: BIG PICTURE & TRENDS**

In the last week, we'll look back at what we've learned so far and derive important takeaways for you and your company so that you can harness the full power of data. Finally, we look to the future: What are the most important trends for digital marketing analytics?

## OMR ACADEMY COSTS

**EARLY  
BIRD  
TICKET**

**ONLY 1.499 €\***

**STANDARD  
TICKET**

**ONLY 1.799 €\***



\*The prices include VAT.  
The Early Bird Ticket can be booked up to three months before the respective course start.

**QUESTIONS? LETS TALK!**  
**BERATUNG@HEADSTART-STUDIOS.COM**

## OMR ACADEMY COSTS



### **BUNDLE 2** 5x OMR Placeholder

**6.495 €\***

EQUALS 1.299€  
PER TICKET

### **BUNDLE 1** 3x OMR Placeholder

**4.197 €\***

EQUALS 1.399€  
PER TICKET

### **BUNDLE 3** 10x OMR Placeholder

**11.990 €\***

EQUALS 1.199€  
PER TICKET

#### **FLEXIBLE**

- Flexible course selection (placeholder)
- Flexible course start date
- Determination of participants also possible in retrospect
- Always cheaper than Early Bird

#### **MORE FAVORABLE**

\*The prices include VAT.

# INDIVIDUAL BUSINESS SOLUTIONS



## HOW CAN WE HELP?

Are you looking for an **individual training measure** for your business or are you interested in several courses?

Together we develop the right learning solution tailored to the needs of your organization.



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## OUR ALUMNI



**Tanjana Byczek**  
Senior Marketing  
Manager seca

“As Senior Marketing Manager at the medical technology company seca, I am responsible for the development, targeting and follow-up of global campaigns. I am responsible for the DACH budget and for meeting the lead and sales targets agreed with Sales. Efficiently managing campaigns in the right channels, evaluating performance, focusing on the right KPIs and, of course, always collecting and analyzing the right data – that’s what it’s all about.

The OMR Academy has given me very valuable, practical input here. I’m a fan of continuing education and study, but it’s always been too theoretical for me up to now. At the OMR Academy, the experts showed me directly how to do it and gave me helpful insights into Google Analytics, for example.”

„The online marketing world is changing and it’s doing it fast. Those with a deeper understanding of technology and data have a clear advantage. Only with this knowledge can we still develop effective strategies today.

The OMR Academy has managed to convey what for me is a rather „dry“ area of knowledge in a playful way. And they did it flexibly, whenever it suited me. With the new know-how, I make decisions confidently and based on facts. I also know how to find answers to more complex questions.

What I can’t yet grasp myself; I navigate Google Analytics as if I were a data nerd. Thank you for this great sense of accomplishment!”



**Daniela Wassmer**  
Founder & Digital Marke-  
ting Sherpa at Qult Media





**LET'S GET STARTED!**

**CONVINCED?**

**GET YOUR  
OMR ACADEMY TICKET  
AND BECOME AN  
ONLINE MARKETING PRO**

**BOOK  
NOW!  
HERE**

