

Langley Business Events: Marketing Tracking

GOOGLE ANALYTICS: **analytics.google.com**
KEY REPORTS: Audience->Geo->Location
 Acquisition->Overview
 Acquisition->Overview->Direct
 Acquisition->All Traffic->Channels
 Acquisition->All Traffic->Channel (Secondary Dimensions)

Marketing Tracking Plan

Media	Domain Name	Phone	Message	Month/Day/Time
Website				
Email				
Signage				
Magazine				
Postcards				
Newspaper				
Door Hanger				
Events				
Sponsorship				
Trade Show				
Event Booth				
Other:				