



DIGITAL MARKETING SERIES VIRTUAL WORKSHOP



Website Tracking FOR BUSINESS GROWTH

WORKSHOP WILL COVER:

- Understanding Tools like GA4 (Google Analytics 4), GTM (Google Tag Manager), and UTM Parameters
- Using AI (Artificial Intelligence) for data analysis

SPEAKER



Bobby Dimovski, Founder/CEO | 4MJ Social | Troy

Since starting 4MJ Social in 2014, Dimovski has consistently helped small to medium sized businesses boost their digital brand, increase revenue, and create buzz through multiple avenues of online marketing.



Brendan Hunt, Digital Marketing Manager
Pitch Black Media | Ferndale

Hunt started his career at Google developing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies for companies, non-profits, and agencies. He learned from some of the best in the industry.

Being a data nerd, he enjoys dissecting analytics for his large variety of clients—from different industries and company sizes—all with different goals. At Pitch Black Media, he conceptualizes, develops, and implements innovative solutions that maximize brand awareness, increase profitability and expand market share for his clients nationwide.



Son Tran, Owner | Pitch Black Media | Ferndale

Tran has more than 25 years of experience in Internet design and development, covering various industry sectors. He has extensive expertise in travel and tourism. His clients include the Illinois Bureau of Tourism, Oklahoma Tourism, Puerto Rico, Montana, and the Michigan Economic Development Corporation. For some 15 years, Tran has been advising, developing and executing social and digital strategies across the country.

Tuesday October 1, 2024
9 - 10 AM

COST: Free | Advance Registration Required

REGISTER TODAY AT

Msoc-digital-marketing-workshop.vfairs.com/

QUESTIONS? CONTACT

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