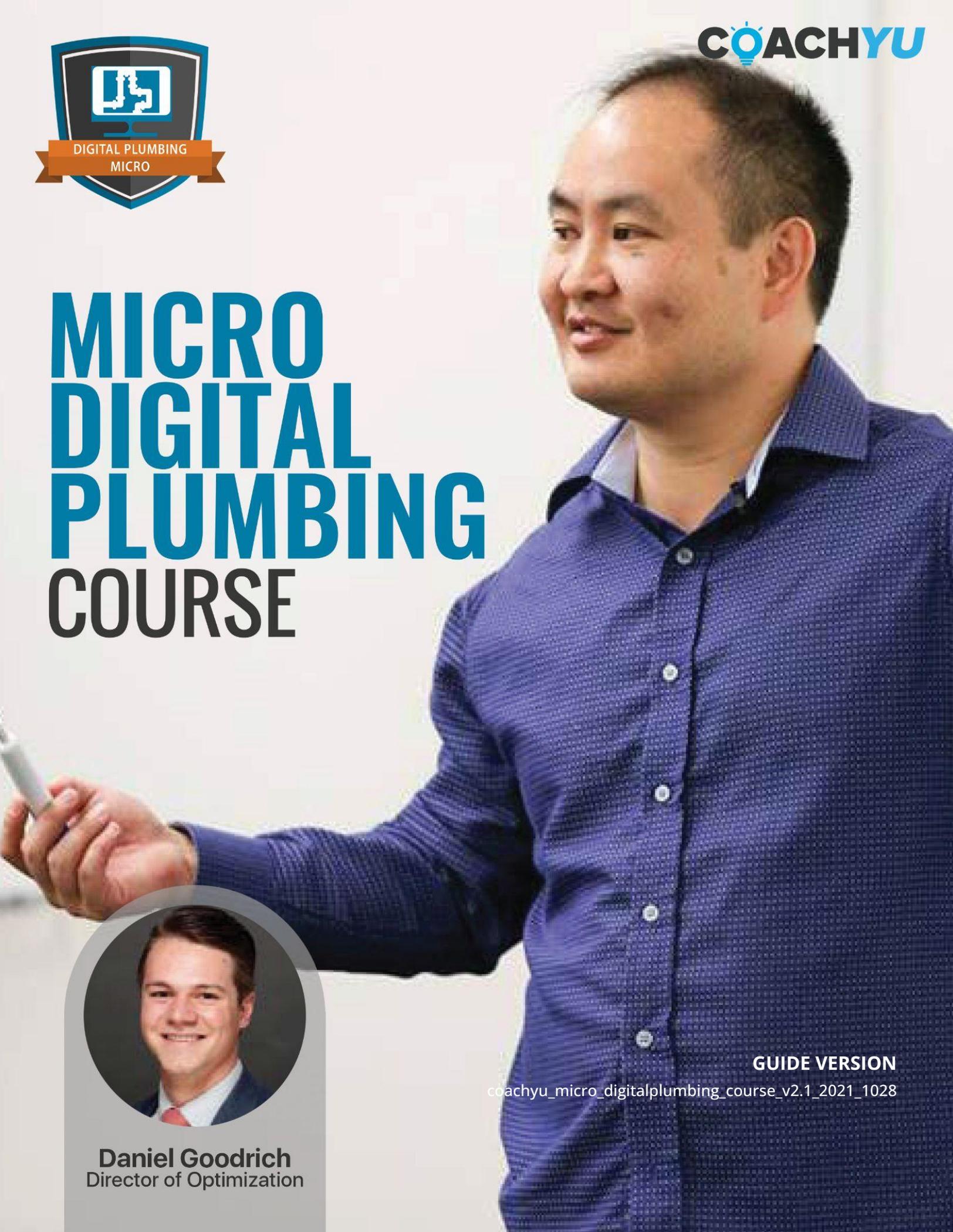




# MICRO DIGITAL PLUMBING COURSE



**Daniel Goodrich**  
Director of Optimization

**GUIDE VERSION**

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# A Letter From Daniel Goodrich



## What is Digital Plumbing?

Digital Plumbing tracks data on your website and across all your digital channels using pixels, emails, custom audiences of all sorts, URL parameters, etc.



Tracking allows for remarketing to website visitors. Analyze which website visitors are buyers, build custom audiences and run warm traffic through our 6 Phase Social Amplification Engine to convert.

Digital Plumbing setup uses a tool called Google Tag Manager (GTM) for its core function. Although it's from Google, it's platform independent and works with Facebook and other pixels (or tags). Tag management is a fundamental piece of every company's or website's online marketing.

GTM makes it easy to track data on a website, Facebook, Google Analytics, Yahoo, etc. It uses one container (= source code) on a website, which then loads tags (=other code) based on triggers we define. Here is a brief [intro to the tag manager](#) by Google.

By setting up and installing GTM, we set the stage to create powerful marketing campaigns inside of Facebook and Google Ads. It speeds up the process of building marketing campaigns and reduces cost by eliminating the need to hire a developer to modify site code.

Digital Plumbing also includes your email list, your social audiences, your app audiences, and any other data you have that we can tie together. We can push audiences between different channels to increase conversion rates.

## What Can You Get in a MICRO Course?

A MICRO course is a fundamental implementation for local service businesses. The certificate you gain from each MICRO course is specific to one package.

A full course to be professionals with deeper proficiency is available separately. Successful learners will earn the Certified Digital Marketing Agency certificate.

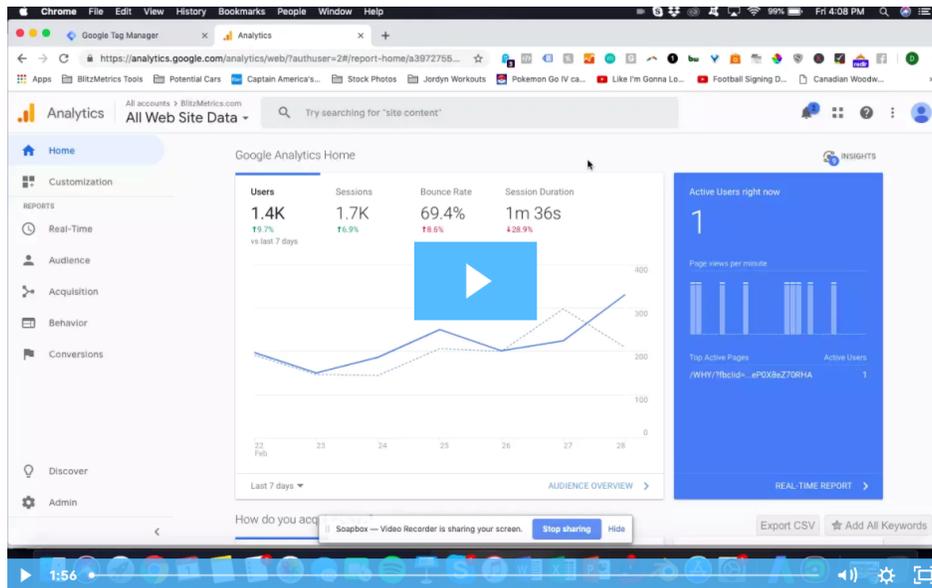
## Preparation

- Open a new tab and login to <https://tagmanager.google.com>
- Open a new tab and login to <https://analytics.google.com>
- Open a new tab and login to <https://ads.google.com>
- Open a new tab and login with your personal Facebook account at <https://business.facebook.com>

## Google Analytics Setup

- Go to Google Analytics and click Admin in the lower left-hand corner.
- Click on Tracking Info and then click Tracking Code.
- Copy Tracking ID number.
- Go to Google Tag Manager.
- Go to the left side bar and click Variables.
- Go to User Defined Variables and click New.
- Name the variable GA - Settings.
- Click Variable Configuration and scroll down and click on Google Analytics Settings.
- Paste your Google Analytics Tracking ID and then click More Settings.
- Go to Advertising and select Enable Display Advertising Features and then click save.
- Go to the left side bar and click Tags.
- Click New and name the tag GA - All Visitors.
- Click Tag Configuration and select Google Analytics Universal Settings.
- Go down to Triggering and select All Pages. Then click Save.

## Google Analytics- GTM Install



Google Analytics - GTM Install (1:56)

## Facebook Retargeting and Pixel Set Up

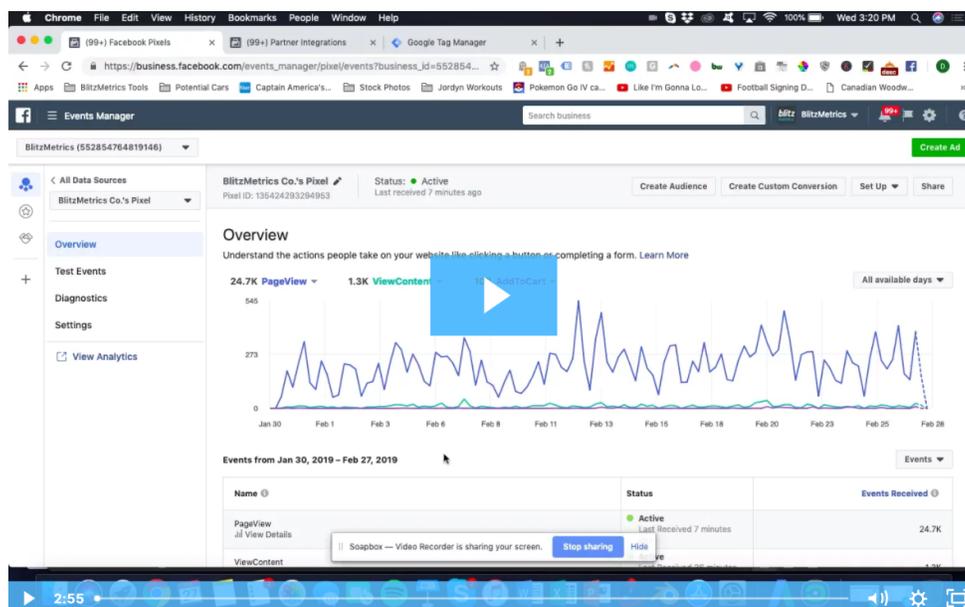
- Click Ads Manager menu in the top-left corner, under Assets select Audiences.
- Click Create Audience and then select Website Traffic.  
 Here we are going to track all website visitors in the past 7, 30, and 180 days. Select all website visitors and enter 7 for the number of days. Name the audience WCA – All Visitors – 7 Days. Then click Create Audience. Repeat this step for 30 and 180 days. You should have 3 audiences when this step is complete.
- Click Ads Manager menu in the top left corner, under Measure & Report select Pixel.
- Click Create Pixel and then select Use an Integration or Tag Manager.
- Click Google Tag Manager and select the account that was used to set up Google Tag Manager.
- Click Finish Setup.
- It will say “Setup Complete!” once the Pixel has been created. Then click close and your Facebook Pixel will be in your Google TagManager account.

# Facebook Retargeting and Pixel Set Up

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## Facebook Pixel Implementation



Facebook Pixel Implementation (2:55)

# Google Ads Remarketing Setup for GTM

- Inside Ads, click on Tools icon then **Audience Manager**. If the remarketing tag has been set up previously, skip to Step 6.
- Click on **Set Up An Audience Source**.
- Click on **Set Up Tag**.
- Select Collect standard data available from this data source and check the box next to user ID. Then click **Save and Continue**.
- Scroll down and click **Use Tag Manager**. Copy your Conversion ID. Skip to Step 10.
- Click on **Audience Source** from the left side bar.
- Click on **Details**.
- Scroll down and expand the **Tag Setup** section.
- Scroll further down the page and select **Use Tag Manager**. Then copy the Conversion ID.
- Go to GTM, select the **Variables** link in the left sidebar, and then click on **New** to create a new **User-Defined Variable**.
- Rename Variable Google Ads – Conversion ID.
- Click **Variable Configuration** section and select Constant.
- Paste Conversion ID into Value field, and then click on **Save**.
- Select **Tags** and then click **New** to create a new tag.
- Rename Tag Google Ads – All Visitors and then click the **Tag Configuration** section.
- Click on **Google Ads Remarketing**.
- Click on **Choose Variable** icon.
- Select **Google Ads – All Visitors** variable that was created in the previous steps.
- Scroll down to the **Triggering** section.
- Click on **All Pages** and then click **Save**. Google Ads Remarketing setup is complete.
- Now we will set up your remarketing lists for Ads. If setting up your remarketing tag for the first time, finish the tag setup by clicking forward through the setup process. Then Click Audience Lists. For those who have set up the tag previously, simply **Click Audience Lists**.
- Click on the + icon and select **Website Visitors**.
- Name your audience “Website Visitors - 7 Days”. Enter in your domain name into the URL rule field. Set the Membership Duration time frame to 7 days. Click

Create Audience. Repeat this process for your 28 and 90-day audiences. Your Google remarketing audiences are all set up.

## Google Ads Conversion Tracking

- In Google Ads, click on the tools icon at the top of the screen and under **Measurements**, select **Conversions**.
- Click on the **+Conversions** button.
- Select **Website** from the provided options.
- Name your conversion and select the conversion category that best fits your selected conversion.
- Select “Use the same value for each conversion” and assign the associated conversion value. Select how many conversions should count per click. The descriptions next to this section are very helpful in determining how you should classify your conversion action. Click **Create and Continue**.
- Select **Use Google Tag Manager** and then copy the Conversion ID.
- Go to **Google Tag Manager**. Click on **Tags** in the menu on the left side of your screen. Then click on the **New** button.
- Name the tag “Google– (Name of Conversion)” and click on **Tag Configuration** and select **Google Ads Conversion Tracking** from the menu.
- Paste your Conversion ID into the box. Switch back to Google Ads and copy your Conversion Label. Paste the Conversion Label into the corresponding box in Google Tag Manager.
- Scroll down and click on the **Triggering** section and select the corresponding trigger you set up for your Facebook Conversion tracking. Repeat these steps for all of the conversions you set up for Facebook.

Google Ads Overview - Feb 26, 2019

Summary Metrics:

- Clicks: 0
- Impressions: 0
- Conversions: 0.00
- Cost: \$0.00

Campaigns	Cost	Clicks	CTR
Logan Young Phrase	\$0.00	0	0.00%
3_fdd_course_sales	\$0.00	0	0.00%
3_teamblitzmetrics_sales	\$0.00	0	0.00%
3_blitzmetrics_course_sales	\$0.00	0	0.00%

Keywords	Cost	Clicks	CTR
"Logan Young"	\$0.00	0	0.00%
"Dennis Yu"	\$0.00	0	0.00%
"BlitzMetrics Course"	\$0.00	0	0.00%
"BlitzMetrics"	\$0.00	0	0.00%

Google Ads Remarketing (1:47)

Google Ads Overview - Feb 27, 2019

Summary Metrics:

- Clicks: 0
- Impressions: 0
- Conversions: 0.00
- Cost: \$0.00

Campaigns	Cost	Clicks	CTR
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3_fdd_course_sales	\$0.00	0	0.00%
3_teamblitzmetrics_sales	\$0.00	0	0.00%
3_blitzmetrics_course_sales	\$0.00	0	0.00%

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"BlitzMetrics"	\$0.00	0	0.00%

Google Ads Conversion Tracking (3:41)

## **Publishing Google Tag Manager**

- Go to Google Tag Manager.
- Click the red Publish button in the top right corner.
- Set the version name and description of the changes that are being published.
- Click Publish.

## **Verify Google Tag Manager is Setup Correctly (Fix Errors if Needed)**

- Go to Google Tag Manager.
- Click Preview and then click Start Preview. Here it will take you back to the Google Tag Manager screen you were just on. Now that it is in preview mode, go to the corresponding website that Google Tag Manager was implemented with.
- At the bottom of the screen there will be a Google Tag Manager box that will show Google Analytics, Google Ads and Facebook Tags that fired on the page.
- Go back to Google Tag Manager and click Leave Preview Mode and then click Stop Preview.

## **Verify Data if Flowing Correctly**

- Open a new tab and login to Google Analytics (GA)
- Log in to Facebook Business Manager with your personal Facebook account and go to the client's Ad Account.
- Click on Menu, then hover over All Tools >, and select Pixels (in the bar under Assets).
- Verify Facebook pixel is correctly installed, and review Event and URL data to validate the installation. If your numbers are similar (difference of less than 100 views), your pixel is working correctly!

# DIGITAL PLUMBING MICRO COURSE

## CHECKLIST ONE-PAGER



**COACHYU**

- Set-up your Google Tag Manager Account
- Create a Facebook Page
- Create a Facebook Ad Account
- Create a Facebook Pixel
- Set-up your Facebook Pixel with Google Tag Manager
- Create Google Analytics Account
- Implement your Google Analytics
- Create a Google Ads account
- Implement Google Ads

# Helpful Tools

## Ghostery

A good way to check if your website or your client's website has all the plumbing essentials is using the Ghostery plugin for Chrome.

Use the [Ghostery plugin](#) to get a visualization of a company's pixels.

## Facebook Pixel Helper

[Facebook Pixel Helper](#) is a helpful tool that will show if a Facebook pixel has been installed on your client's site.

## WordPress Plugin

If you are using WordPress, a plugin we recommend that will help pair your Google Tag Manager with your site is [Google Tag Manager for WordPress](#).

All you will need to do is copy your Container ID and paste it into the settings of the plugin. You can find your Container ID (GTM- XXXXXXXX) in the upper right-hand corner of the screen.

If you are using a custom HTML site, click on the Container ID and follow the instructions.

Thank  
You!

