

Google Tag Manager Manager Guide



Total Completion Time
Pros: 37 min – 1hr 52 min
Beginners: +4 hrs

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WHAT'S NEW, WHAT'S NEXT, WHAT MATTERS

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Setting Up Google Tag Manager with Facebook Custom Audiences, Google Analytics & Google AdWords Remarketing (Text Only)

Creating Your Google Tag Manager Account

Steps 1-4 take 5 minutes. Step 5 can take 1 hour.

- 1. Go to <http://google.com/tagmanager> to set up a Google Tag Manager account.
- 2. Click **New Account** to set up an account for your tags.
- 3. Set up your account name as your brand (i.e. BlitzMetrics) and the container name.
- 4. Agree to the Google Tag Manager Terms of Service to bring up the Tag Manager code.
- 5. Paste the code into your website to complete the integration.

Setting Up Your First Facebook Custom Audience

Steps 1-10 take 10 minutes.

- 1. Go to your [Facebook Ads dashboard](#) and click on the Audiences menu item.
- 2. Click the Create Audience button and select to create a Custom Audience.
- 3. Select **Website Traffic** so that you can build an audience from your website visitors
- 4. Configure the tag to target **Anyone who visits your website** and set a period of **180 days**.
- 5. If you don't see your pixel then you can click the gear in the lower left corner to bring up your pixel code.
- 6. Copy your Facebook Audience pixel and go to Google Tag Manager to create a new tag.
- 7. Select Custom HTML as the Product and give the tag a recognisable name by clicking the pencil icon.
- 8. Click **Continue** and paste in the Custom Audience code.
- 9. Set the tag to fire on **All Pages**.
- 10. Your tag is complete and you can either hit publish to make the changes go live or add another tag.

Setting Up Google Analytics with Google Tag Manager

Steps 1-6 take 5 minutes.

- 1. Go to the [Google Analytics website](#) and either create an account or log in to your existing site to get your Tracking ID. Copy the Tracking ID rather than the full code from **Admin > Tracking Info**.
- 2. Go to your Google Tag Manager account and click to create a new tag with the Google Analytics Product type.
- 3. Select the **Universal Analytics** tag type and give your tag a name.
- 4. Click Continue and paste in your **Tracking ID**. Make sure that you

check the box to Enable Display Advertising Features.

- 5. Set the tag to fire on **All Pages** and click to **Create Tag**.
- 6. Once your tag is complete, you can click to **Publish** the container or add another tag.

Setting Up Google AdWords Remarketing with Google Tag Manager

Steps 1-10 take 10 minutes.

- 1. Go to the **Shared Library** section of your [Google AdWords](#) account and click to **View Audiences**.
- 2. Click to **View Audiences** and then hit the big red **Remarketing List** button.
- 3. Give your list a memorable name and ensure that the **Remarketing Tag** option is selected. You will also want to set a **Membership Duration of 180 days** before saving the list.
- 4. Once your tag has saved you can click on the blue **[Tag]** link to bring up the code that you need.
- 5. Copy your Remarketing tag into a text editor so that you can copy specific details from it.
- 6. Go to Google Tag Manager account and click to create a **New Tag**.
- 7. Select **Google AdWords** as the Product type.
- 8. Select **AdWords Remarketing** as the Tag Type.
- 9. Paste in your **Conversion ID** and **Conversion Label** from your Remarketing tag.
- 10. Click to **Create Tag** and then you can either publish your container it or add another tag.

Publishing Your Google Tag Manager Container

Steps 1-3 take 2 minutes.

- 1. Make sure you have completed any tags you were building and click **Publish**.
- 2. Google Tag Manager will confirm the details that have changed since you last published. If you are happy click Publish Now.
- 3. Your tags will now be live on any pages where you have added the Google Tag Manager code.

Setting Up Facebook Conversion Tracking

Steps 1-9 take 10 minutes.

1. Go to the **Conversion Tracking** in your Facebook Ads dashboard, click to **Create Pixel**.
2. Select the type of conversion that you want to measure.
3. Copy the Conversion Pixel code that Facebook presents you.
4. Go to your Google Tag Manager account and click to create a **New Tag** of the **Custom HTML** product type.
5. Paste in the Facebook conversion code. If you look through the code you will see two instances of "value" and "currency" in the code. If you want to track values in Facebook you can replace these details with specific values or by making use of dynamic variables.
6. Click to continue and then set the tag to fire on **Some Pages**.
7. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**.
8. Click **Save** to confirm the new rule and then **Create Tag** to add the conversion tag to your container.
9. Your new tag is now complete and you can either publish to activate the tag or add another tag.

Setting Up Google AdWords Conversion Tracking

Steps 1-11 take 10 minutes.

1. Go to the **Tools > Conversions** section and click the + **Conversion** button.
2. Click to add a new Conversion item and then select Website as the source of conversion.
3. You only need to set a memorable name for your conversion tag as you can leave the rest of the details to Google Tag Manager so click **Save and Continue**.
4. Copy your conversion tag to a text editor so you can copy the **Conversion ID** and **Conversion Label** later.
5. Go to your **Google Tag Manager** account and click to create a **New Tag** of the **Google AdWords** product type.
6. Give the tag a memorable name and select **AdWords Conversion Tracking** as the tag type.
7. Find your **Conversion ID** and **Conversion Label** in the code you copied from AdWords earlier and then paste them into the tag configuration. Set a specific conversion value and currency here, or use dynamic variables.
8. Click to **Continue** and set the tag to fire on **Some Pages**.
9. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**.
10. Click **Save** to select your new firing rule and then **Create Tag** to complete the setup.
11. Your new tag is now complete and you can Publish your changes or add another tag.

Google Tag Manager Tips

Version Control

Once you publish a container the existing version goes live onto your website and the version shown in your Google Tag Manager editor becomes a draft. You can then edit this draft freely until you next hit Publish without changing the code that is being served on your live site.

Managing Users

If you need to add more users to your Google Tag Manager account such as an agency or web developer then you can do this in just a few clicks.

1. Go to the **Admin** section of your Google Tag Manager account and click **User Management**.
2. Click **New** to add new user and then enter the email address of the person you would like to invite.
3. Select the features that you want to grant access to under **Container Permissions** and then click **Confirm**.

Verifying Your Tag on the Published Site

To verify that Google Tag Manager is installed on your site you can install the **Tag Assistant extension** to the Google Chrome browser and visit your website. If everything has worked you will see a green icon in your toolbar which you can click on to view the details about your tag.

This guide takes 37 minutes - 1 hour 52 minutes to complete.

Variation is based on experience and website complexity for a basic tag management configuration. If you add in the setup of ecommerce and dynamic conversion variables, all of these times can be *very* different and will vary wildly between systems used.

Total Completion Time: 37 min. – 1hr 52 min.

*These times are based on complexity and assuming the user is a trained analyst performing these tasks. If these kind of tasks are new to you, then assume the completion time to take up to 4 hours.

Setting Up LinkedIn Plumbing

Steps 1-6 take 10 minutes.

1. Connect to BM analyst on LinkedIn.
2. Grants access to LinkedIn Company Page
LinkedIn.com > Search for company
Admin will then see Edit button in the upper right of the page. Click **Edit**. Add analyst's name to 'Designated Company Page Admins' list and 'Direct Sponsored Content Posters' list. IMPORTANT: Click Publish.
3. Grant access to existing LinkedIn Ads account
Go to **LinkedIn.com/ads**. Click **Manage**. Log in with personal credentials. Click Add user to this Account
Type analyst's name > select **Account Manager** and click **Give Access**.
4. If existing account does not exist
 - Go to LinkedIn.com/Ads and click **Get Started**
 - Login
 - Type in company name into Company Page.
 - Click **Create Account**
5. Fill out Billing Info.
Click the gear next to 'Account'
6. Grant BM employees access
Click gear next to Account > > Manage Access > Add User to this Account > type analyst's name > select 'Account Manager' and click **Give Access**.

Setting Up Google Tag Manager with Facebook Custom Audiences, Google Analytics & Google AdWords Remarketing (Text Only)

Setting up Twitter Remarketing Audiences

Steps 1-6 take 10 minutes.

- 1. Go to your Twitter Ads Dashboard at <https://ads.twitter.com/>.
- 2. Select **Tools > Conversion Tracking**
- 3. Click to **Create your first website tag**
- 4. Enter a descriptive name for your first audience, set a conversion type of **Site visit** whilst ensuring that the tailored audience box is checked.
- 5. Click to **Show Conversion Settings** and set appropriate attribution windows. For a simple catch all remarketing tag we recommend **90 days** post engagement attribution and turning **Off** or setting a low **1 day** post-view attribution.
- 6. Click Save tag and generate code snippet and you will be presented with your remarketing tag, which you can now add to Google Tag

Manager

Adding Your Twitter Remarketing Tag to Google Tag Manager

Steps 1-6 take 10 minutes.

- 1. If you haven't already got your Twitter code to hand you can access existing tags under the **Tools > Conversion tracking** page and hitting the edit option on your audience.
- 2. Go to your **Google Tag Manager** account and click to **Add a new tag**.
- 3. Enter a descriptive name for your Twitter Remarketing Tag and select **Custom HTML Tag** as the type.
- 4. **Paste in the code** that you got from your Twitter Ads account and hit **Continue**.
- 5. Click the **All Pages** option to ensure your primary remarketing site catches all visitors to your site, and then click to **Create Tag**.
- 6. Click **Publish** and then confirm with the **Publish Now** button in the box that pops up.

Adding Your Instagram Account to Your Facebook Advertising Account

Steps 1-6 take 10 minutes.

Adding Your Instagram Account to Your Facebook Advertising Account

- 1. Go to Facebook Business Manager at business.facebook.com
- 2. Hover over, or click on, Business Settings and then select Instagram Accounts.
- 3. You will usually be presented with a list of Instagram Accounts but as you haven't linked one yet, click to Claim New Instagram Account.
- 4. Enter your Instagram Username and Password to the pop up box and click **Next**.
- 5. You will be presented with you linked Instagram Accounts, showing the one you just linked. Click to Assign Ad Accounts, select your Facebook Ads account and click Save Changes.
- 6. (Optional) You can also click to Assign Partner to allow an agency to manage your account. You can then simply enter the Business ID they provide, for example BlitzMetrics would be: 552854764819146 found in the Info tab and click Confirm.

Creating an Ad for Instagram through Facebook Power Editor

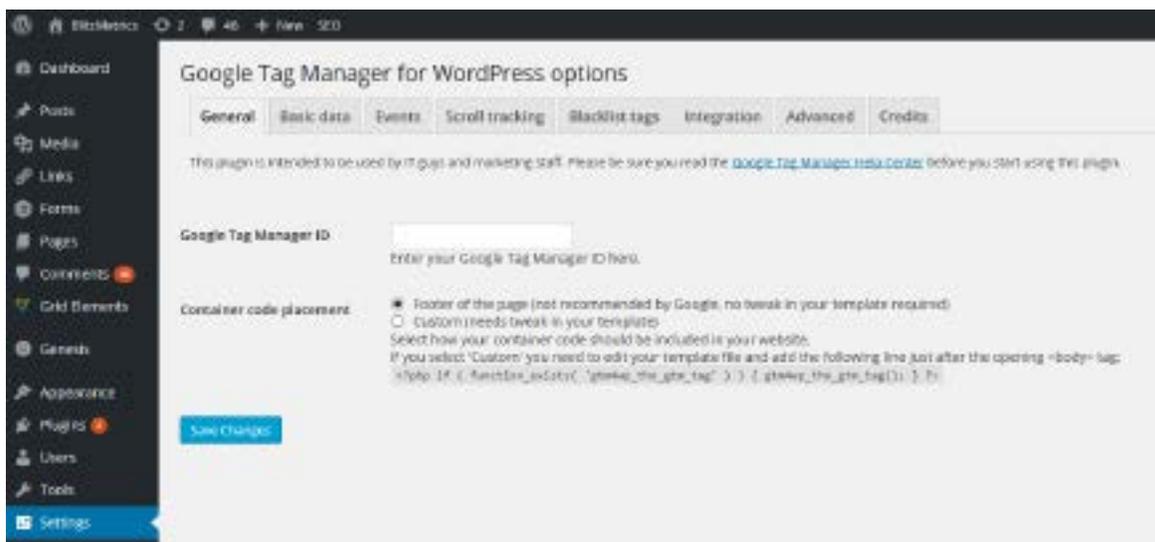
Steps 1-7 take 10 minutes.

- 1. Go to your Facebook Business Manager and Click on Power Editor
- 2. Click on **Create Campaign**.
- 3. Make sure you select Website Clicks as the Objective, enter some basic details and click to Create.
- 4. Under your Ad Sets settings make sure you enabled to Instagram Placement as it is disabled by default:
- 5. Open your Ad's settings and select which accounts to link the creative to.
- 6. Add your Website URL (where you want people to go), Ad text and select an image that is a minimum of 640x640px however Facebook recommend at least 1200x1200 to look great across all platforms. You can also select a call to action button no **Tracking** as the tag type.
- 7. The final step is selecting your method of tracking and if you've been following the rest of our guides then your Facebook Custom Audience pixel should be available for selection so you can track conversions with no additional setup.

- 5. Paste the code into your website to complete the integration.

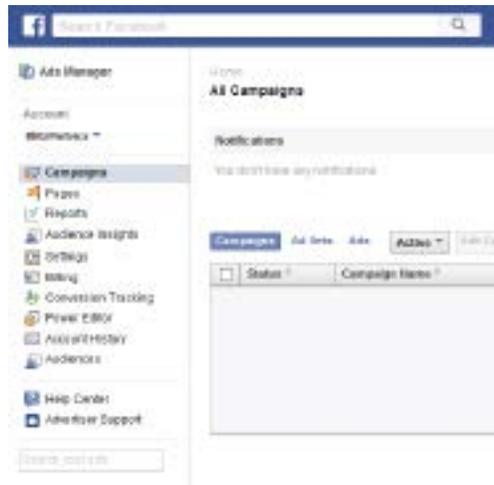
HTML Sites: If your site uses HTML then copy the code and open up your websites HTML page template. Find the code “<body>” within your page template and paste in the Google Tag Manager code directly after and hit save. You will need to do this for all pages or page templates that you want to use Google Tag Manager with.

WordPress Sites: There is a really useful [plugin for Google Tag Manager](#). You can just copy your Tag ID which is shown next your account name in the GTM dashboard or from the code itself after “?id=” and then paste it into the plugin settings page.



Setting Up Your First Facebook Custom Audience

- 1. Go to your [Facebook Ads dashboard](#) and click on the Audiences menu item.



- 2. Click the Create Audience button and select to create a Custom Audience.



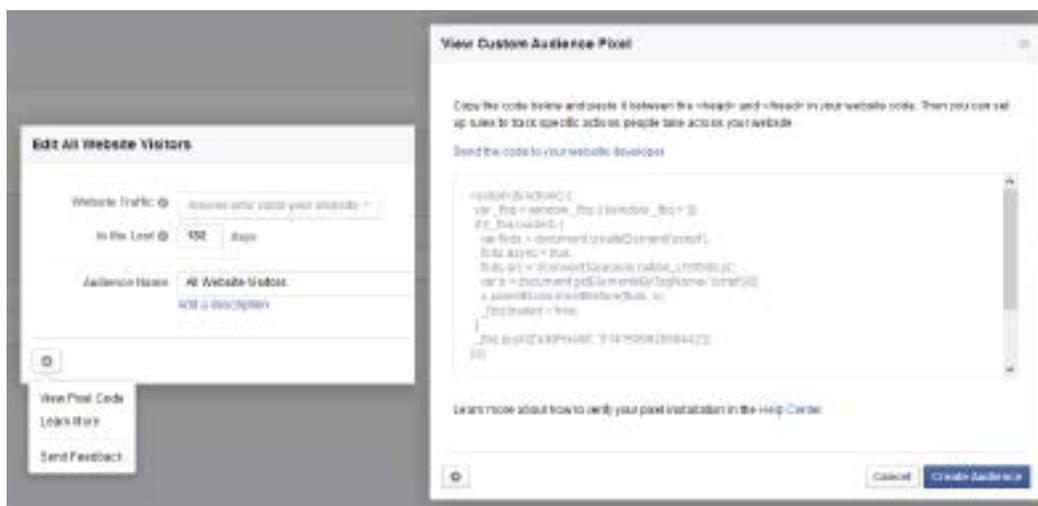
- 3. Select **Website Traffic** so that you can build an audience from your website visitors



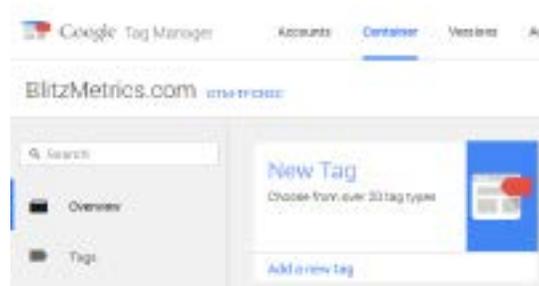
- 4. Configure the tag to target **Anyone who visits your website** and set a period of **180 days**. Make sure you also give it a name you'll remember such as All BlitzMetrics.com Visitors.



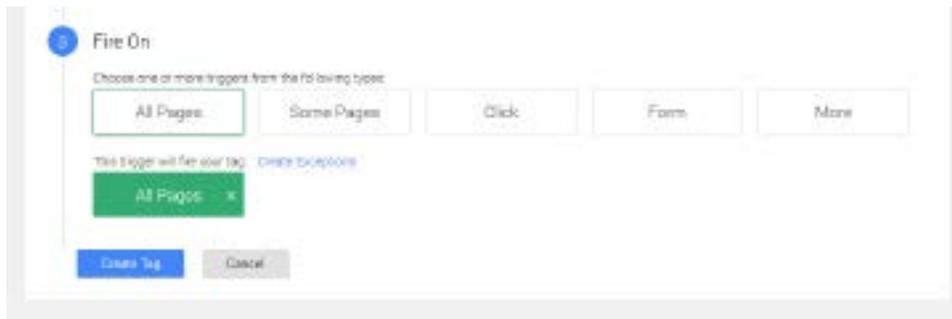
- 5. After creating your audience you should be presented with your pixel. If you don't see it then you can click the gear in the lower left corner to bring up your pixel code.



- 6. Copy your Facebook Audience pixel and go to Google Tag Manager to create a new tag.



- 9. Set the tag to fire on **All Pages**.

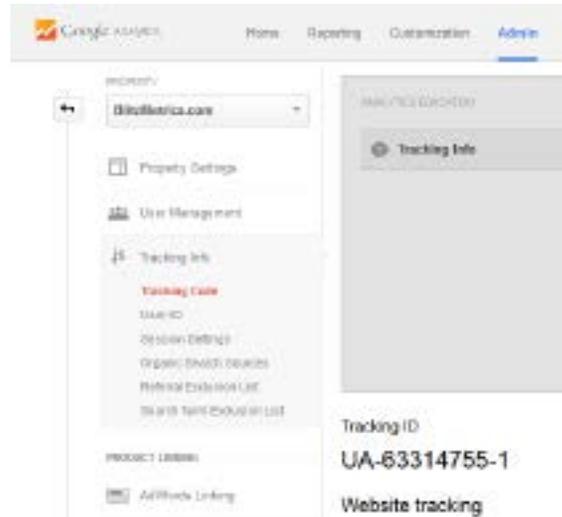


- 10. Your tag is complete and you can either hit publish to make the changes go live or add another tag.

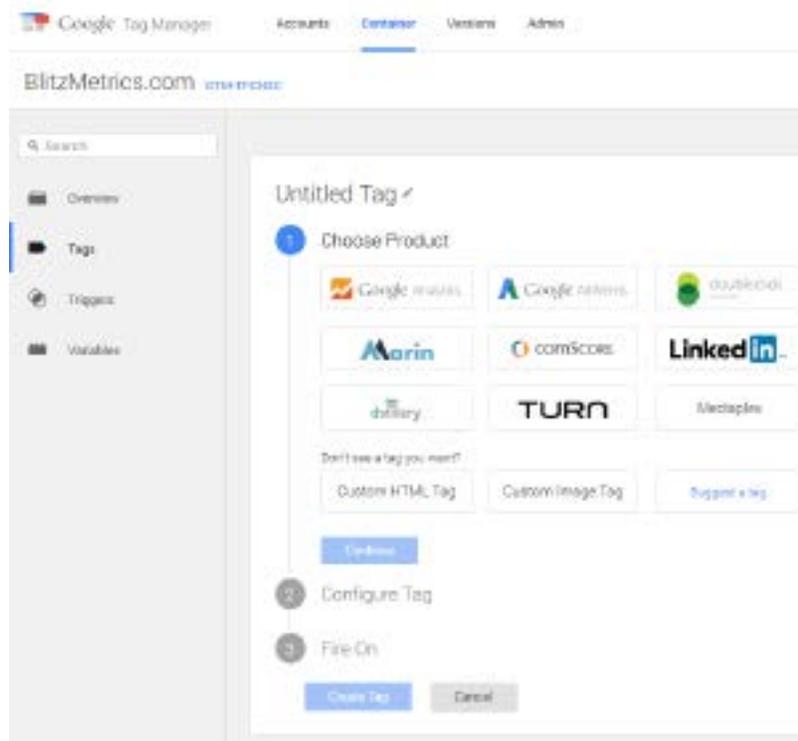


Setting Up Google Analytics with Google Tag Manager

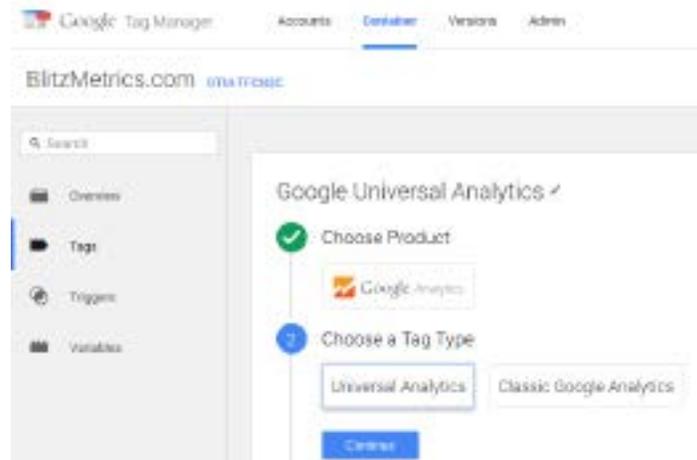
1. Go to the [Google Analytics website](#) and either create an account or log in to your existing site to get your Tracking ID. Make sure you copy the Tracking ID rather than the full code from **Admin > Tracking Info**.



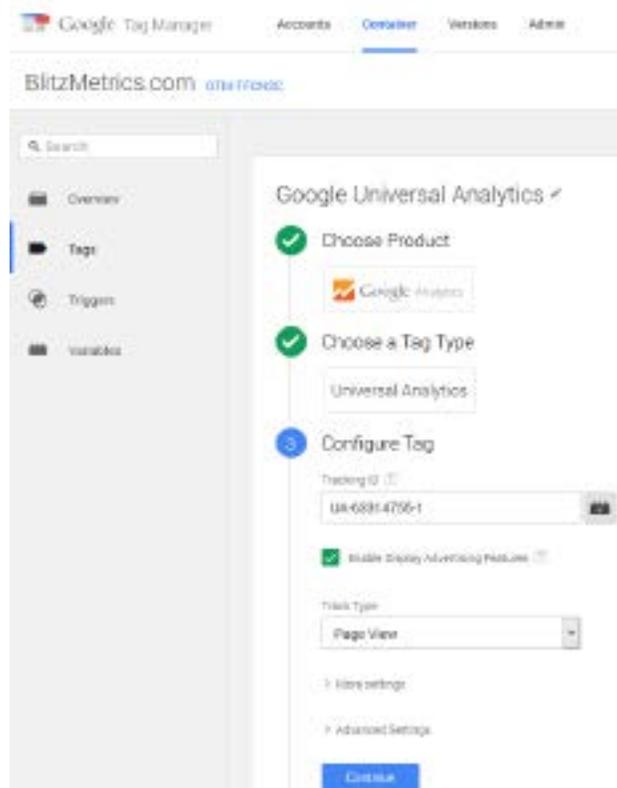
2. Go to your Google Tag Manager account and click to create a new tag with the Google Analytics Product type.



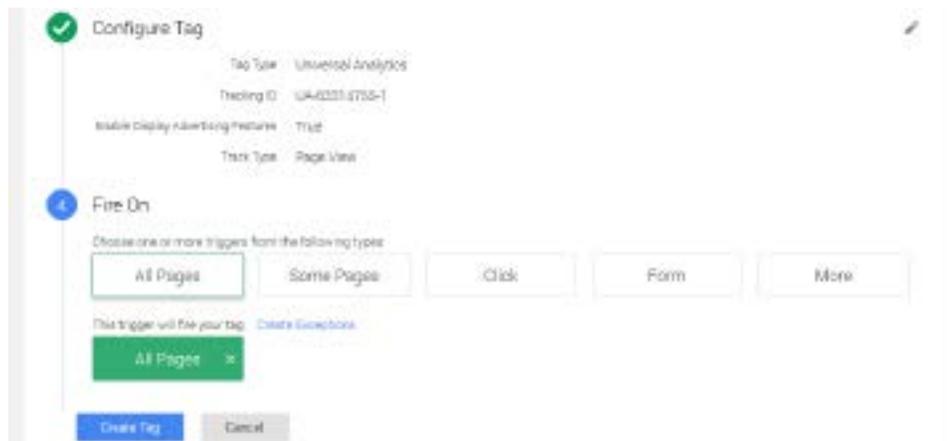
- 3. Select the **Universal Analytics** tag type and give your tag a name e.g. Google Universal Analytics.



- 4. Click Continue and paste in your **Tracking ID**. That you copied from the Analytics site. You will also want to make sure that you check the box to Enable Display Advertising Features.



- 5. Set the tag to fire on **All Pages** and click to **Create Tag**.

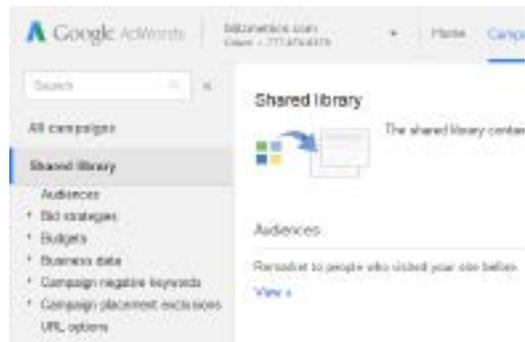


- 6. Once your tag is complete, you can click to **Publish** the container or add another tag.

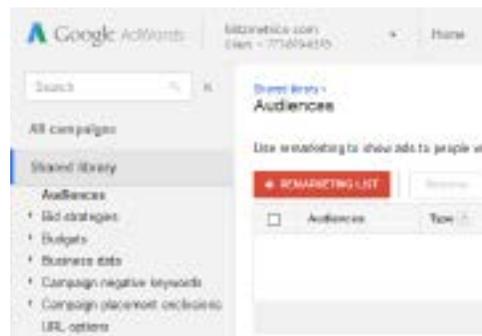


Setting Up Google AdWords Remarketing with Google Tag Manager

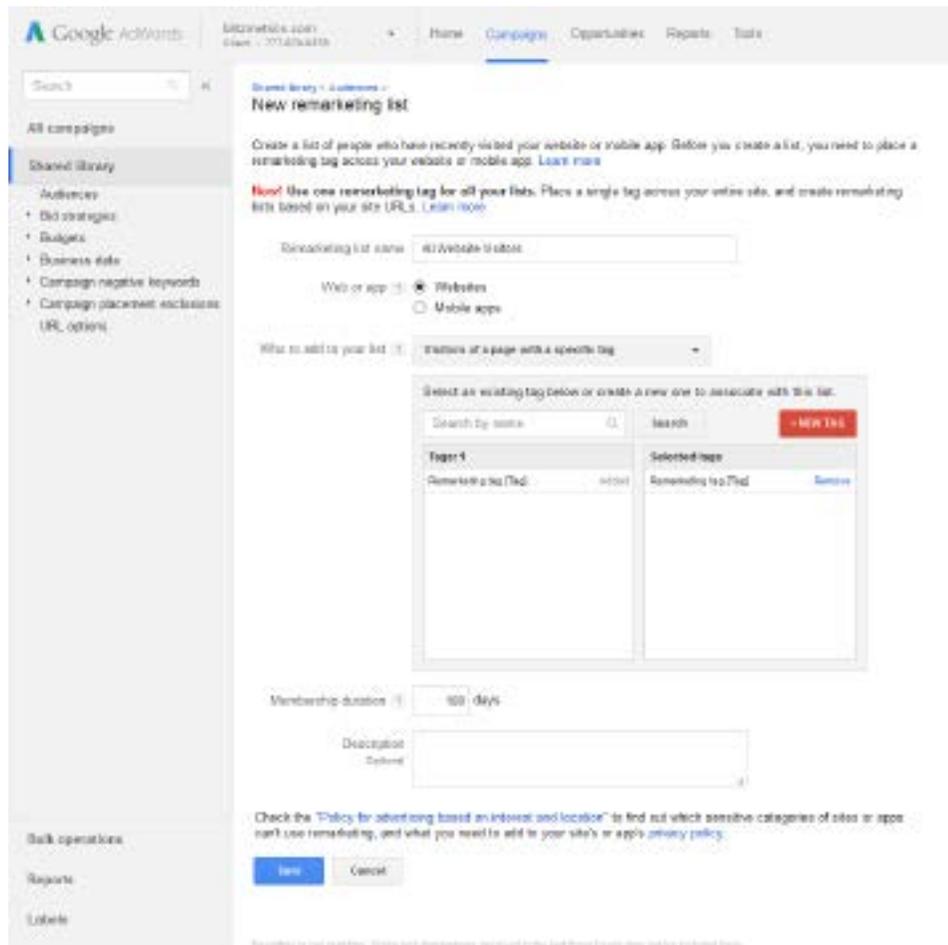
1. Go to the **Shared Library** section of your [Google AdWords](#) account and click to **View Audiences**.



2. Click to **View Audiences** and then hit the big red **Remarketing List** button.



- 3. Give your list a memorable name and ensure that the **Remarketing Tag** option is selected. You will also want to set a **Membership Duration of 180 days** before saving the list.



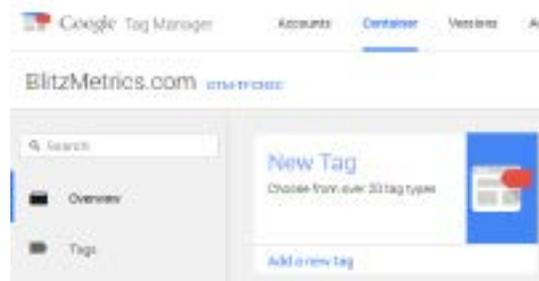
- 4. Once your tag has saved you can click on the blue **[Tag]** link to bring up the code that you need.



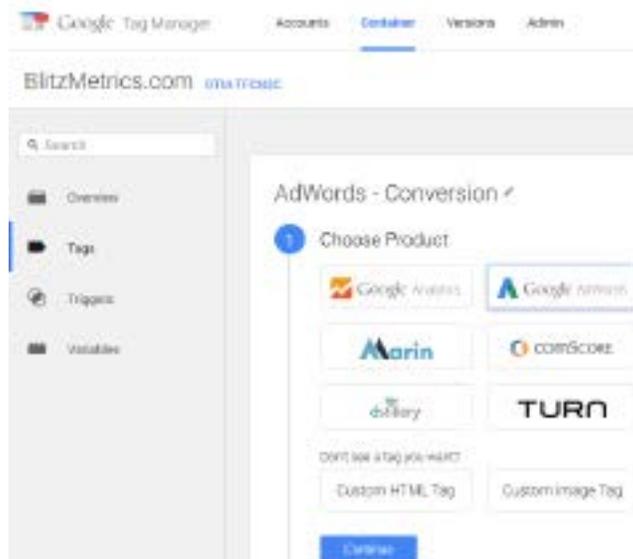
- 5. Copy your Remarketing tag into a text editor so that you can copy specific details from it.



- 6. Go to Google Tag Manager account and click to create a **New Tag**.



- 7. Select **Google AdWords** as the Product type.



- 8. Select **AdWords Remarketing** as the Tag Type.
- 9. Paste in your **Conversion ID** and **Conversion Label** from your Remarketing tag.
- 10. Click to **Create Tag** and then you can either publish your container it or add another tag.

Publishing Your Google Tag Manager Container

- 1. Make sure you have completed any tags you were building and click **Publish**.



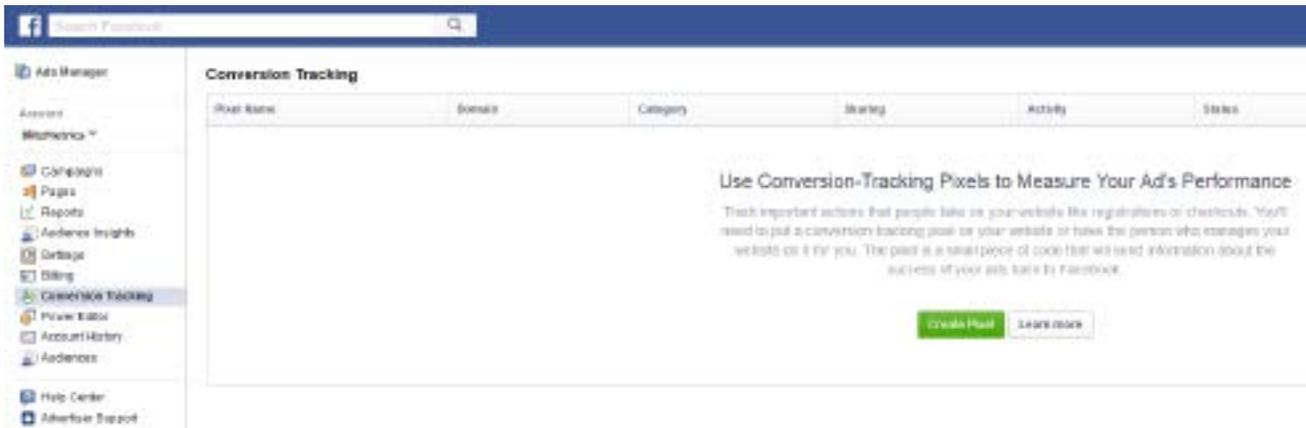
- 2. Google Tag Manager will confirm the details that have changed since you last published. If you are happy click Publish Now.



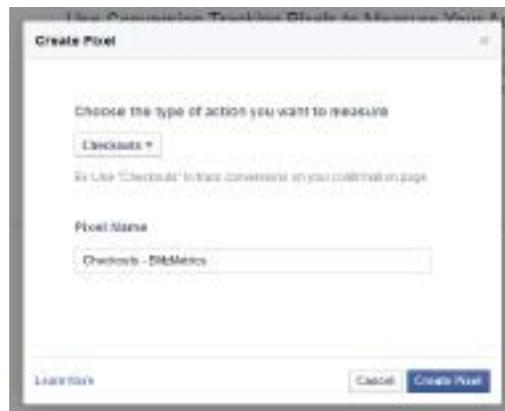
- 3. Your tags will now be live on any pages where you have added the Google Tag Manager code.

Setting Up Facebook Conversion Tracking

- 1. Go to the **Conversion Tracking** menu item in your Facebook Ads dashboard and click to **Create Pixel**.



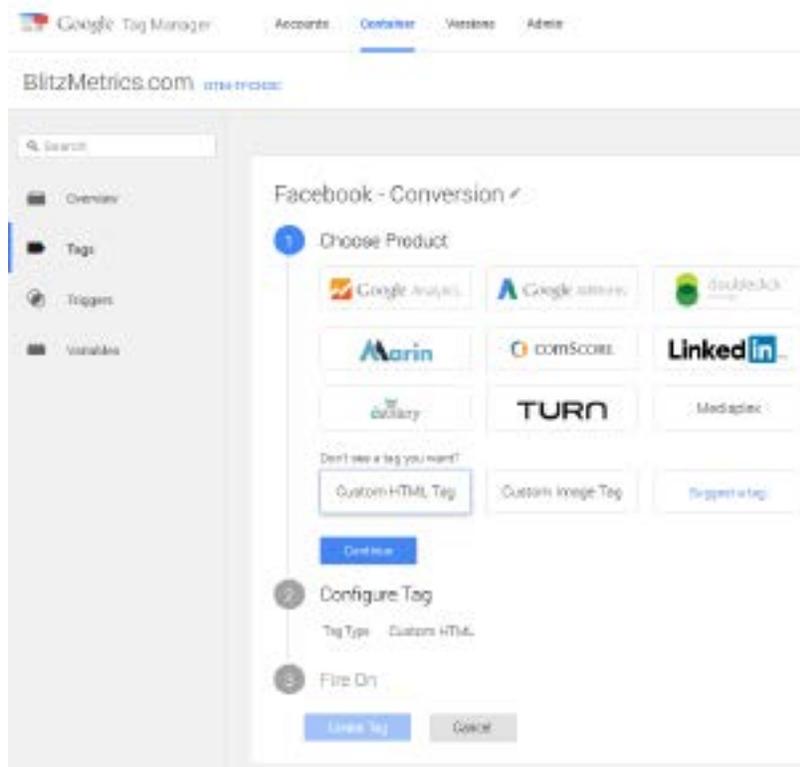
- 2. Select the type of conversion that you want to measure and give it an easily recognisable name.



- 3. Copy the Conversion Pixel code that Facebook presents you.



- 4. Go to your Google Tag Manager account and click to create a **New Tag** of the **Custom HTML** product type.



- 5. Paste in the Facebook conversion code. If you look through the code you will see two instances of "value" and "currency" in the code. If you want to track values in Facebook you can replace these details with specific values or by making use of dynamic variables (an advanced topic beyond the scope of this guide).



- 6. Click to continue and then set the tag to fire on Some Pages



- 7. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/thankyou.html" or enter "thankyou.html".

The benefit of only using a part of the URL such as "thankyou.html" is that it will match all pages which contain the value e.g. It would match both of the following links if you sold multiple products:

- example.com/product/thankyou.html
- example.com/service/thankyou.html

Name	Variable	Operation	Value
New Trigger	Page URL	matches RegEx	

- 8. Click **Save** to confirm the new rule and then **Create Tag** to add the conversion tag to your container.

Choose one or more triggers from the following types

All Pages Some Pages Click Form More

This trigger will fire your tag Create Exceptions

Checkout Co... X

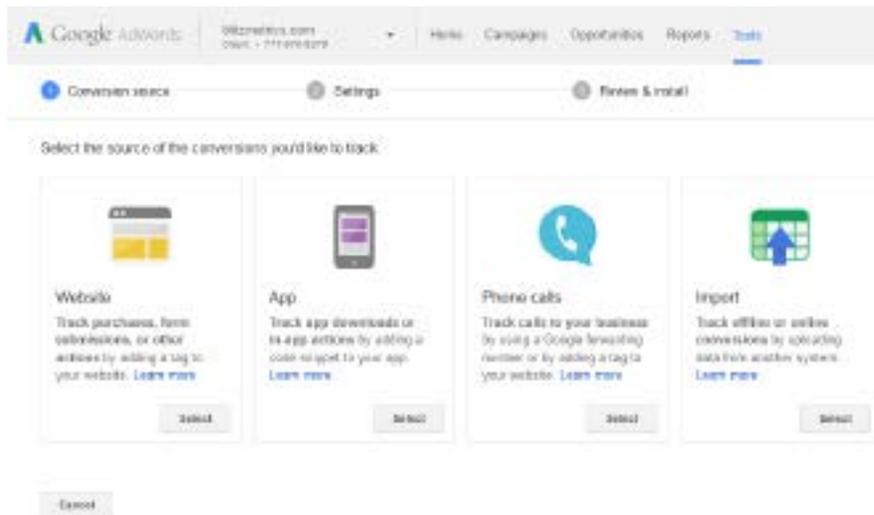
- 9. Your new tag is now complete and you can either publish to activate the tag or add another tag.

Setting Up Google AdWords Conversion Tracking

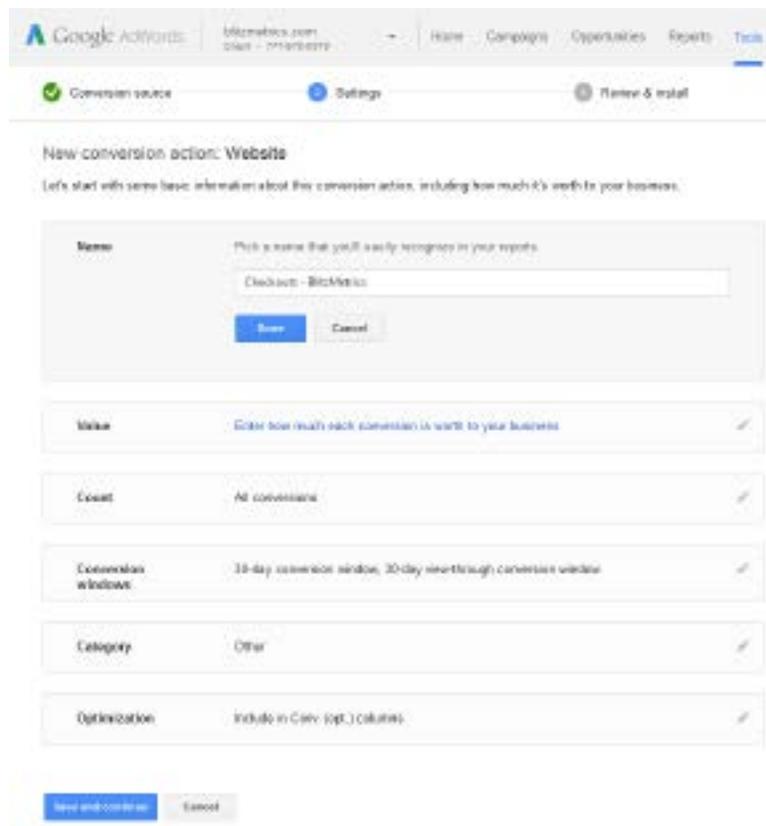
- 1. Go to the **Tools > Conversions** section of your Google AdWords account and click the + **Conversion** button.



- 2. Click to add a new Conversion item and then select Website as the source of conversion



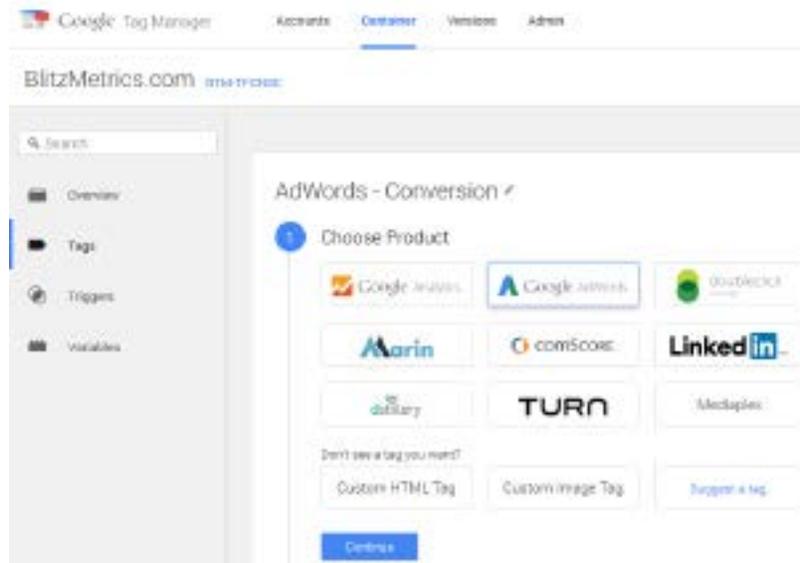
- 3. You only need to set a memorable name for your conversion tag as you can leave the rest of the details to Google Tag Manager so click **Save and Continue**.



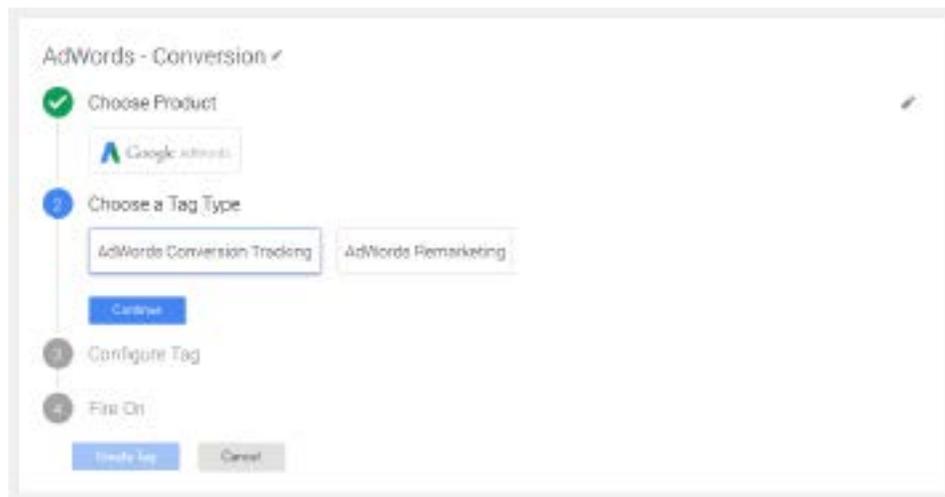
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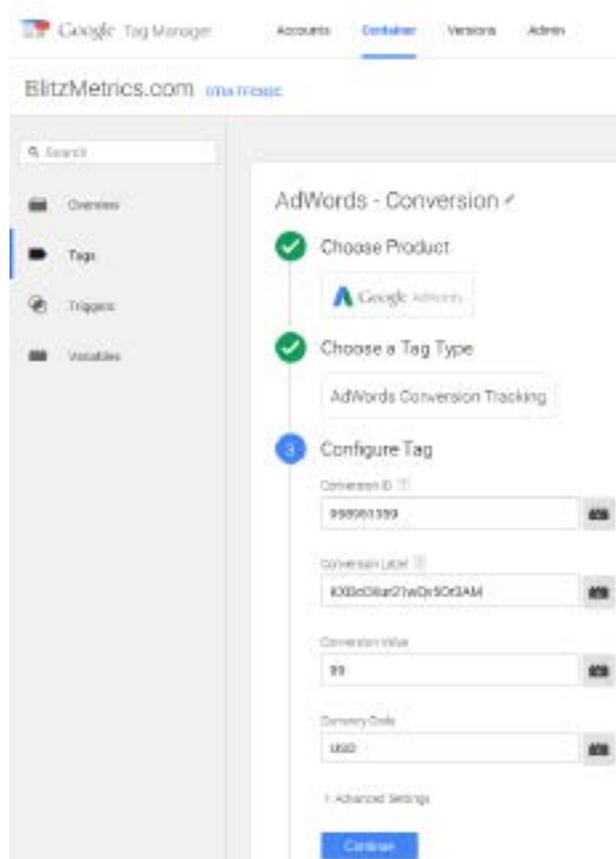
- 5. Go to your [Google Tag Manager](#) account and click to create a **New Tag** of the **Google AdWords** product type.



- 6. Give the tag a memorable name and select **AdWords Conversion Tracking** as the tag type.



- 7. Find your **Conversion ID** and **Conversion Label** in the code you copied from AdWords earlier and then paste them into the tag configuration. You can also set a specific conversion value and currency here, or use dynamic variables (advanced method beyond the scope of this guide).



- 8. Click to **Continue** and set the tag to fire on **Some Pages**.

- 9. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/thankyou.html" or enter "thankyou.html".

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Google Tag Manager Tips

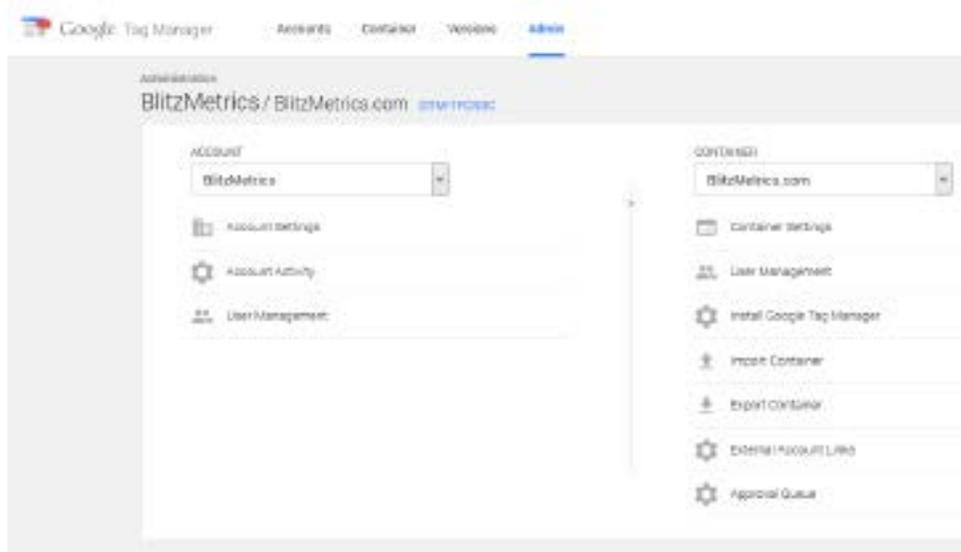
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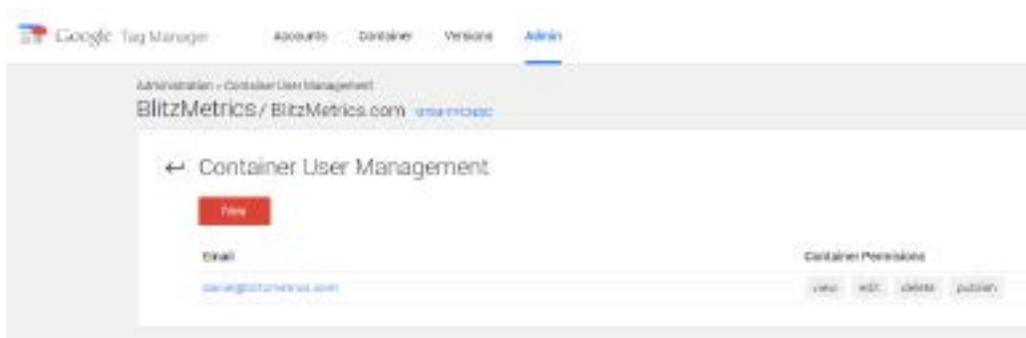
Managing Users

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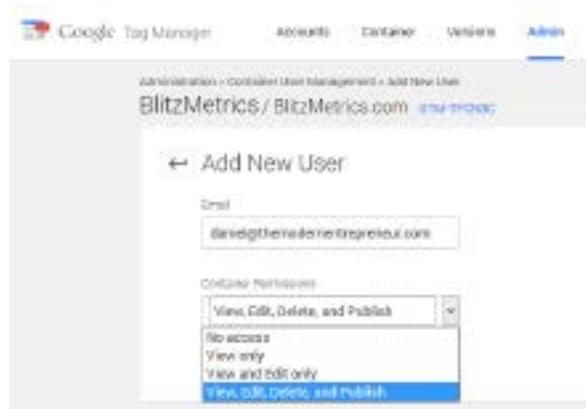
- 1. Go to the **Admin** section of your Google Tag Manager account and click **User Management**.



- 2. Click **New** to add new user and then enter the email address of the person you would like to invite.

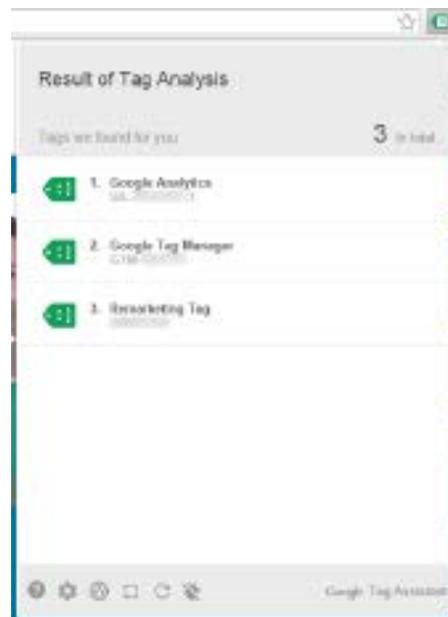


- 3. Select the features that you want to grant access to under **Container Permissions** and then click **Confirm**.



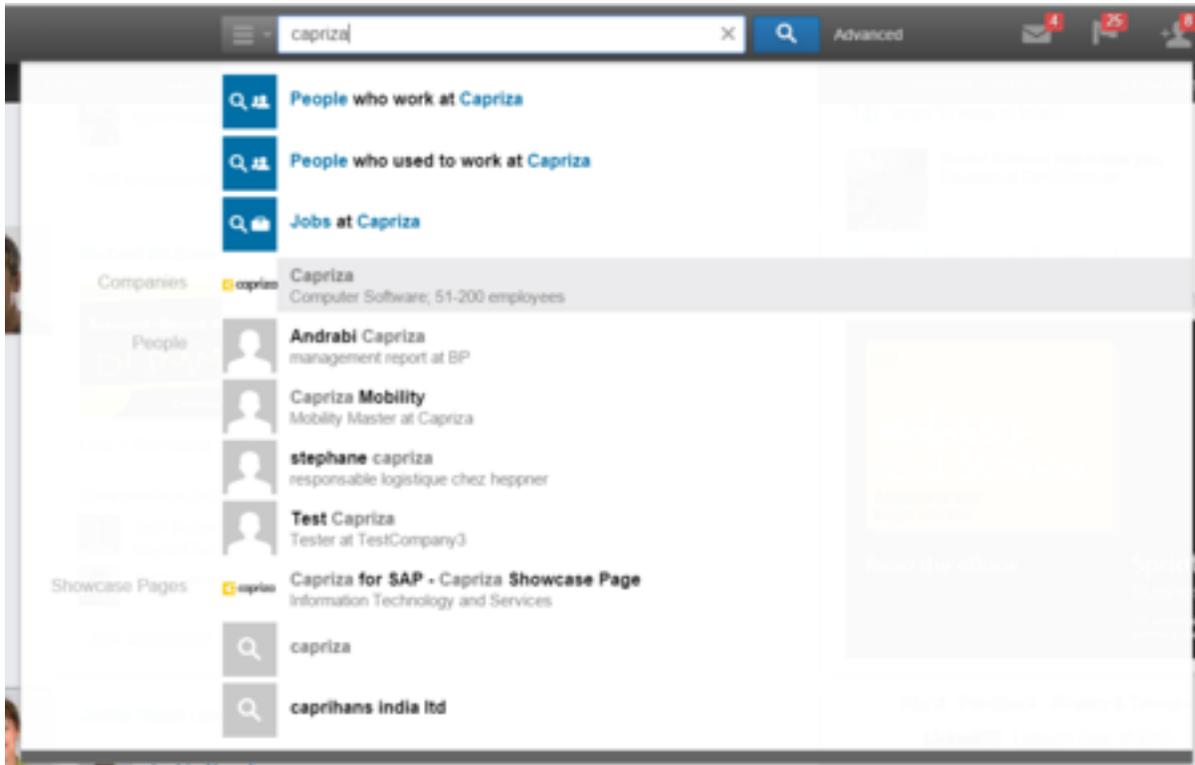
Verifying Your Tag on the Published Site

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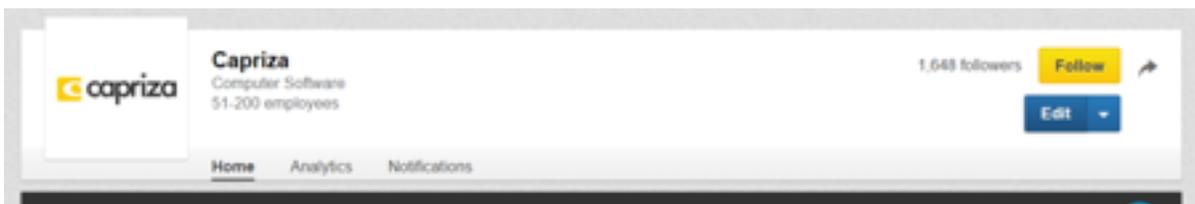


Setting up LinkedIn Plumbing

- 1 Connect to BM analyst on LinkedIn.
- 2 Grant access to LinkedIn Company Page.
Go to [LinkedIn.com](https://www.linkedin.com) and search for company.



Admin will then see Edit button in the upper right of the page. Click Edit.



Add analyst's name to 'Designated Company Page Admins' list and 'Direct Sponsored Content Posters' list

Direct Sponsored Content Posters

These Direct Sponsored Content Posters have been approved to create direct sponsored content for the company. [Learn More](#)

dennis |

	Tayler Dennis Field Marketing Coordinator at Domo, Inc.	<input type="checkbox"/>
	Dennis Yu Dennis Yu: Chief Technology Officer	<input type="checkbox"/>
	Dennis Peterson Territory Account Executive at Adobe Systems	<input type="checkbox"/>
	Dennis Gleason Managing Director, DNC Enterprises	<input type="checkbox"/>
	Dennis Wood Vice President of People, Talent and Culture	<input type="checkbox"/>
	Dennis Crouch Co-Director at Center for Intellectual Property and Entrepreneurship	<input type="checkbox"/>

Company Pages Admins

Designated Admins

You must be connected to a member to include them as an admin.

dennis |

	Tayler Dennis Field Marketing Coordinator at Domo, Inc.	<input type="checkbox"/>
	Dennis Yu Dennis Yu: Chief Technology Officer	<input type="checkbox"/>
	Dennis Gleason Managing Director, DNC Enterprises	<input type="checkbox"/>
	Jeff Smith Marketing, Capriza	<input type="checkbox"/>
	Carolyn Strobel Content Marketing Manager at Capriza	<input type="checkbox"/>

IMPORTANT: Click Publish.

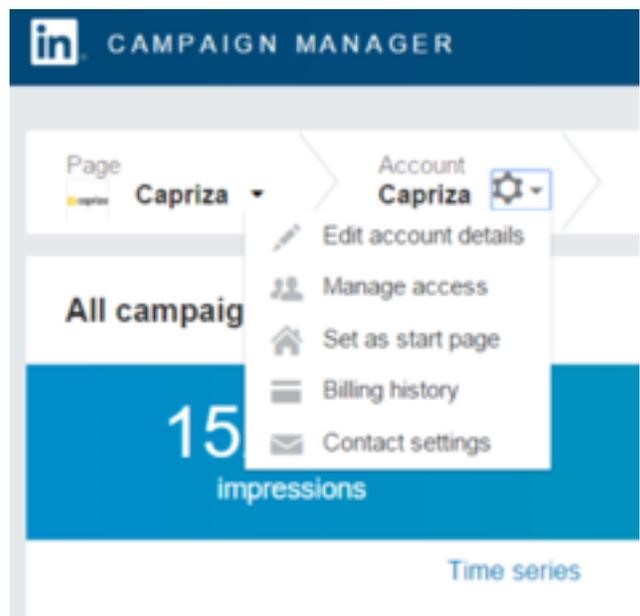
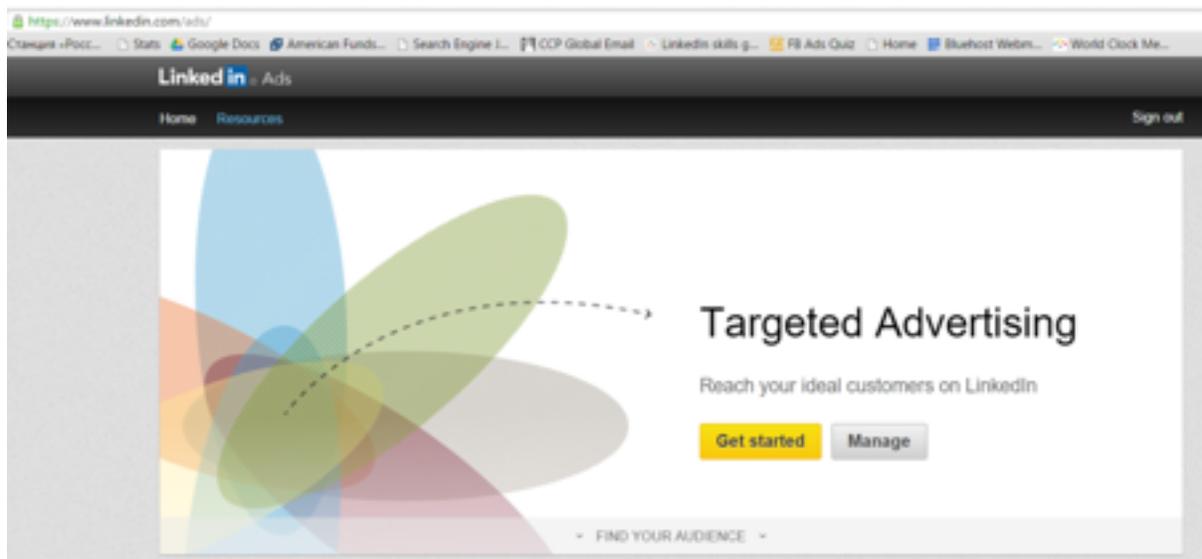
The image shows a configuration form for a LinkedIn Ads account. At the top right, there are two buttons: "Publish" and "Cancel". Below the buttons, a legend indicates that a red asterisk (*) denotes a required field. The form contains the following fields:

- * Company Type**: A dropdown menu with "Privately Held" selected.
- * Company Size**: A dropdown menu with "51-200" selected.
- * Company Website URL**: A text input field containing "www.capriza.com".
- * Main Company Industry**: A dropdown menu with "Computer Software" selected.
- * Company Operating Status**: A dropdown menu with "Operating" selected.
- Year Founded**: A text input field containing "2011".

- 3 Grant access to existing LinkedIn Ads account

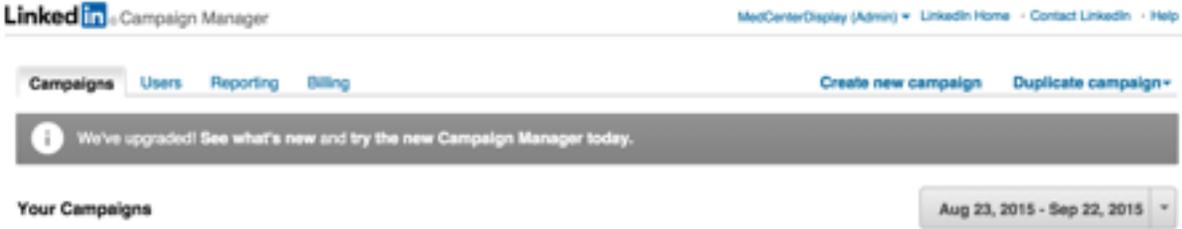
Go to [LinkedIn.com/ads](https://www.linkedin.com/ads). Click **Manage**.

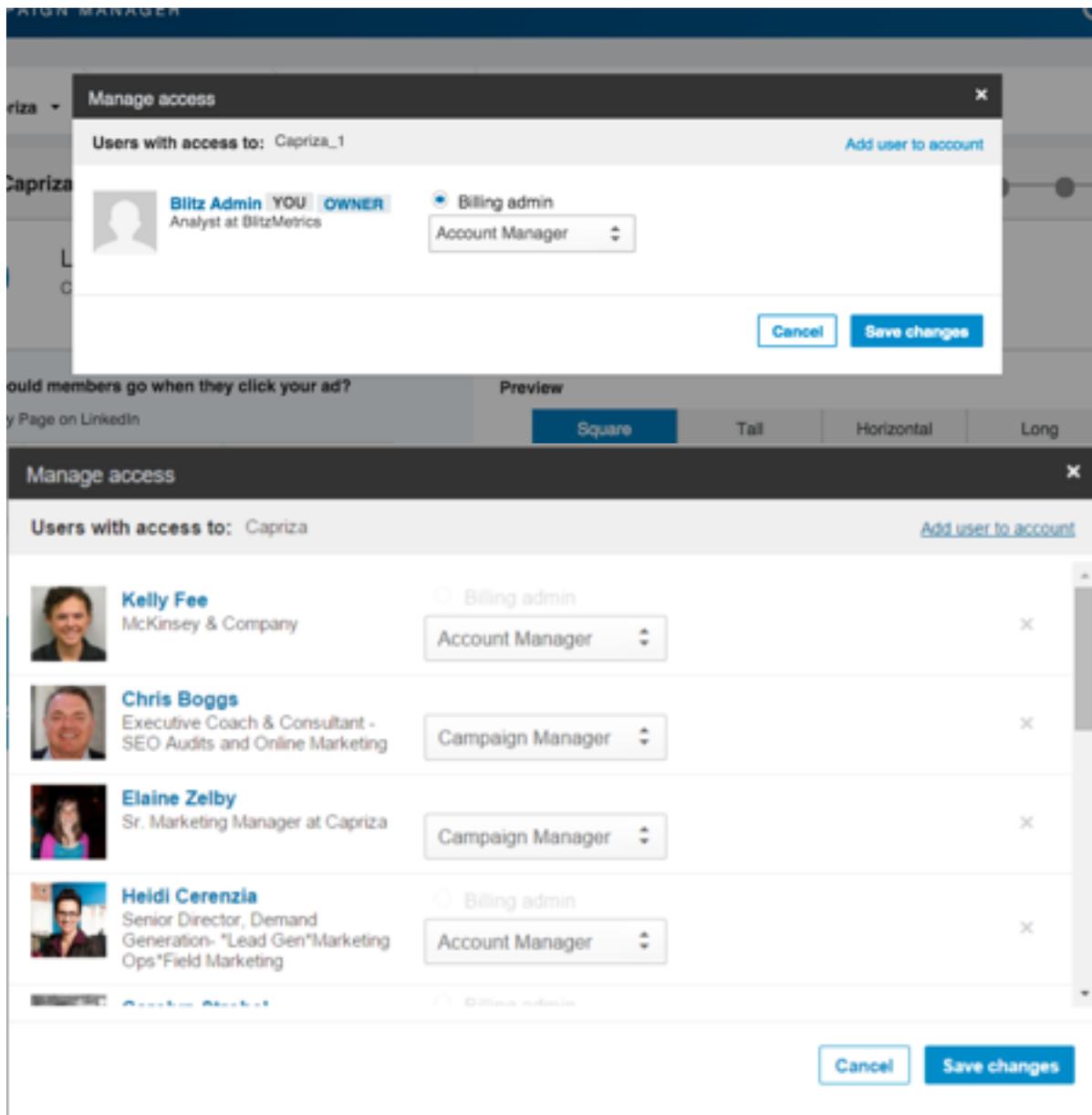
Log in with personal credentials.



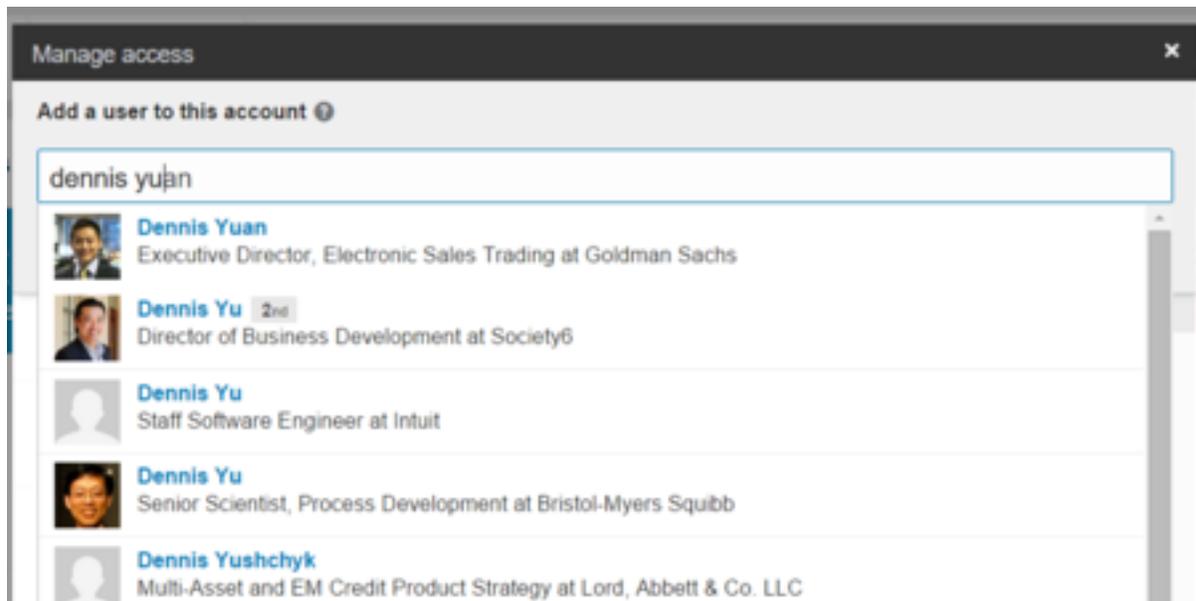
Click the gear next to Account at the top of the breadcrumbs. Go to **Manage Access**.

If you don't see this page you may need to update to the new campaign manager. Click **try the new Campaign Manager today**.





Click **Add user to this Account.**



Type analyst's name > select 'Account Manager' and click 'Give Access'.

- 4 If existing account does not exist
 - -Go to LinkedIn.com/Ads
 - -Click Get Started
 - -Login
 - -Type in company name into 'Company Page'
 - -Click 'Create Account'

Add account ✕

What's the name of your company? (optional)

Company name Company or Showcase Page URL

Capriza

Company

-  Capriza
Computer Software; 51-200 employees; HQ: Palo Alto, CA

Showcase Page

-  Capriza for SAP - Capriza Showcase Page
Information Technology and Services

United States of America, Dollar (USD) ⌵

 This account will not be available in the previous version of Campaign Manager.

Cancel Add account

5 Fill out Billing Info

Click the gear next to 'Account'.

□

Page  B2Linked ▾ Account  B2Linked 

 Your account is currently on hold. Edit your billing details by entering a valid credit card.

Billing Information

First Name:

Last Name:

Country:

Postal Code:

Card Type:    

Card Number:

Expires:

Security Code: The last 3 numbers on the back of card

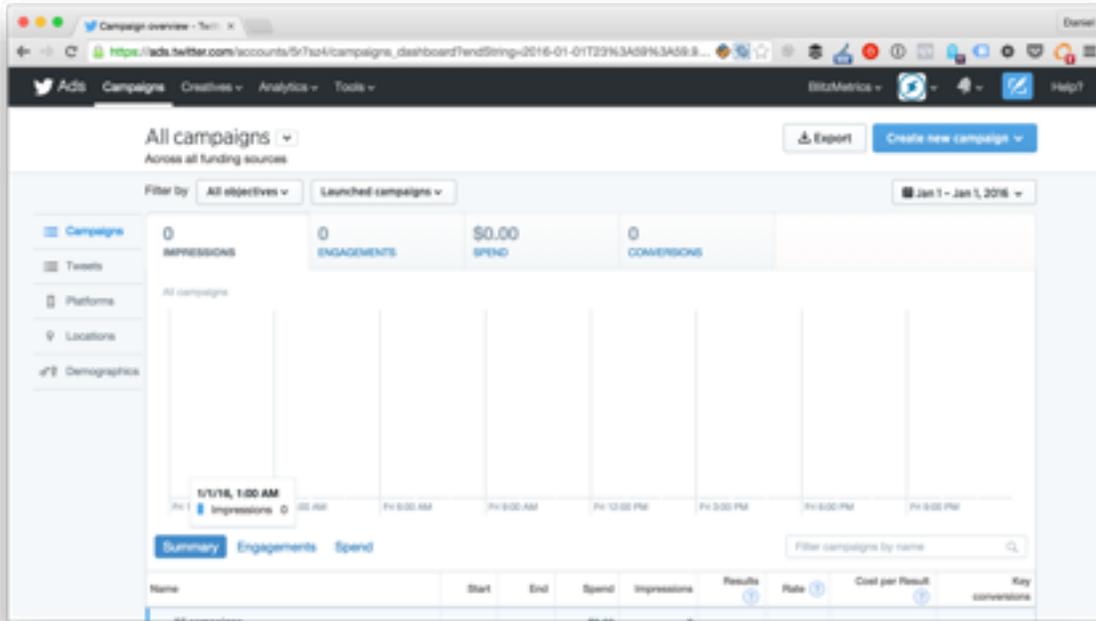
or Cancel

6 Grant BM employees access

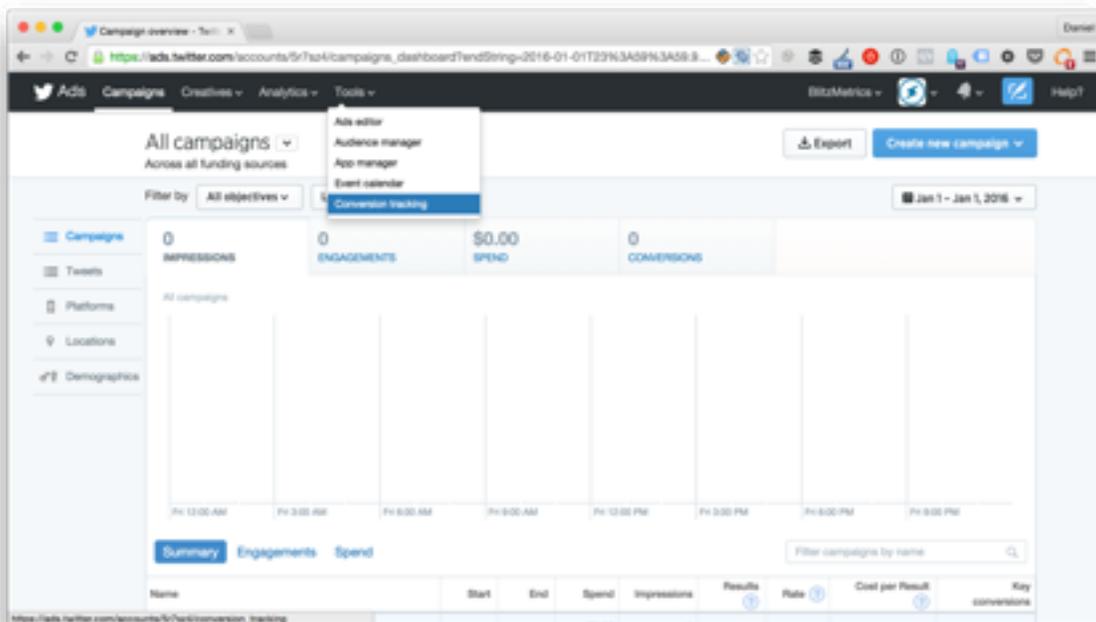
- Click gear next to Account. Click **Manage Access**. Click **Add User to this Account**. Type analyst's name. Select **Account Manager** and click **Give Access**.

Setting up Twitter Remarketing Audiences

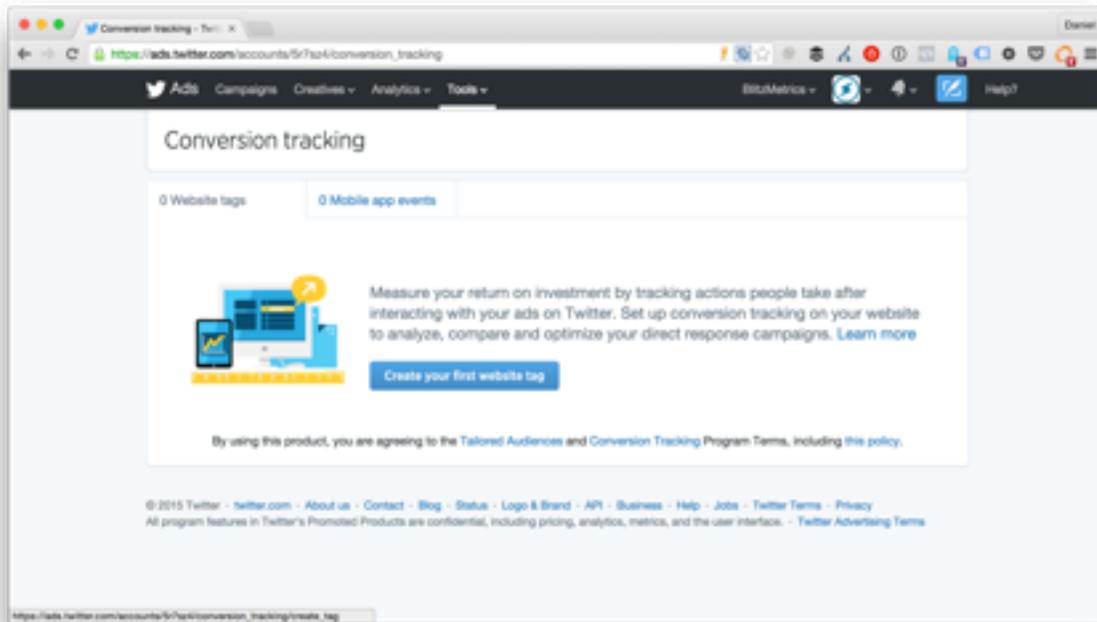
- 1 Go to your Twitter Ads Dashboard at <https://ads.twitter.com/>



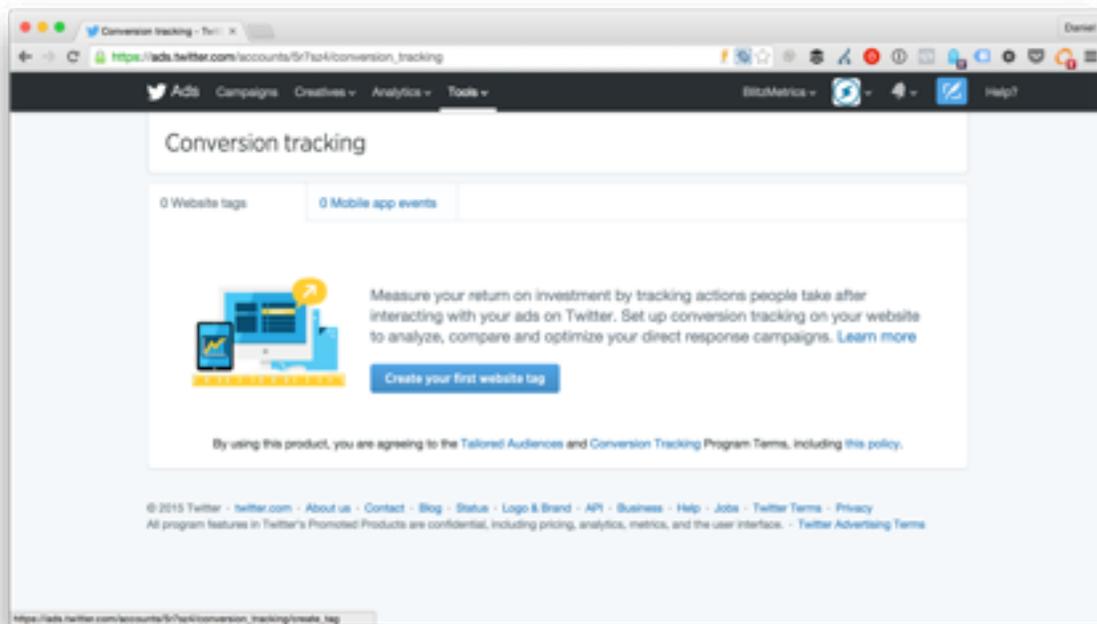
- 2 Select **Tools > Conversion Tracking**



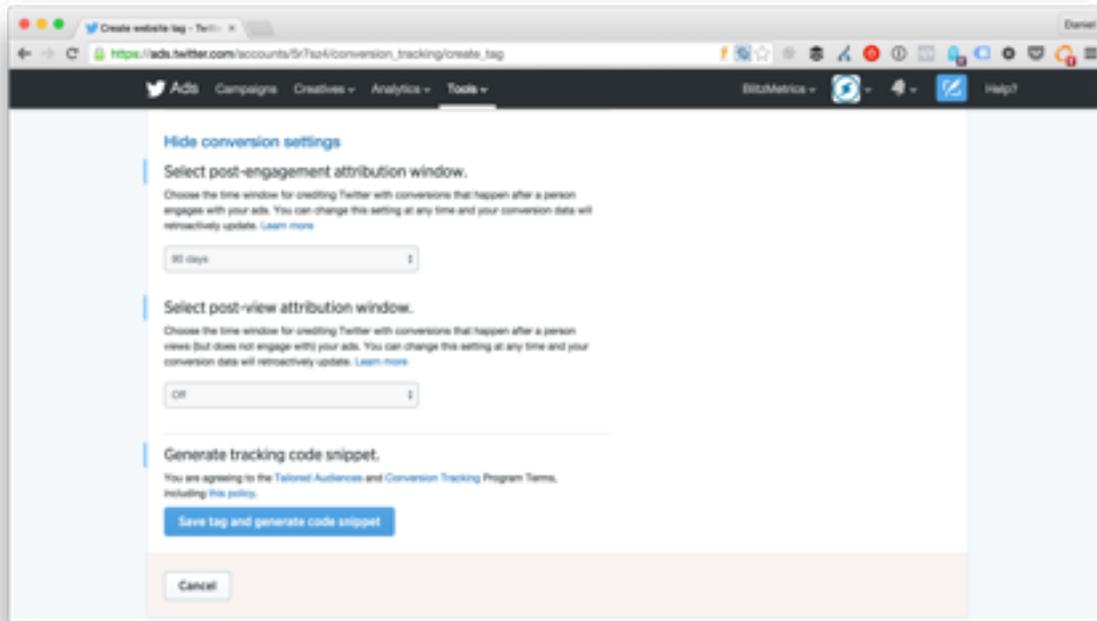
- 3 Click to Create your **first website tag**.



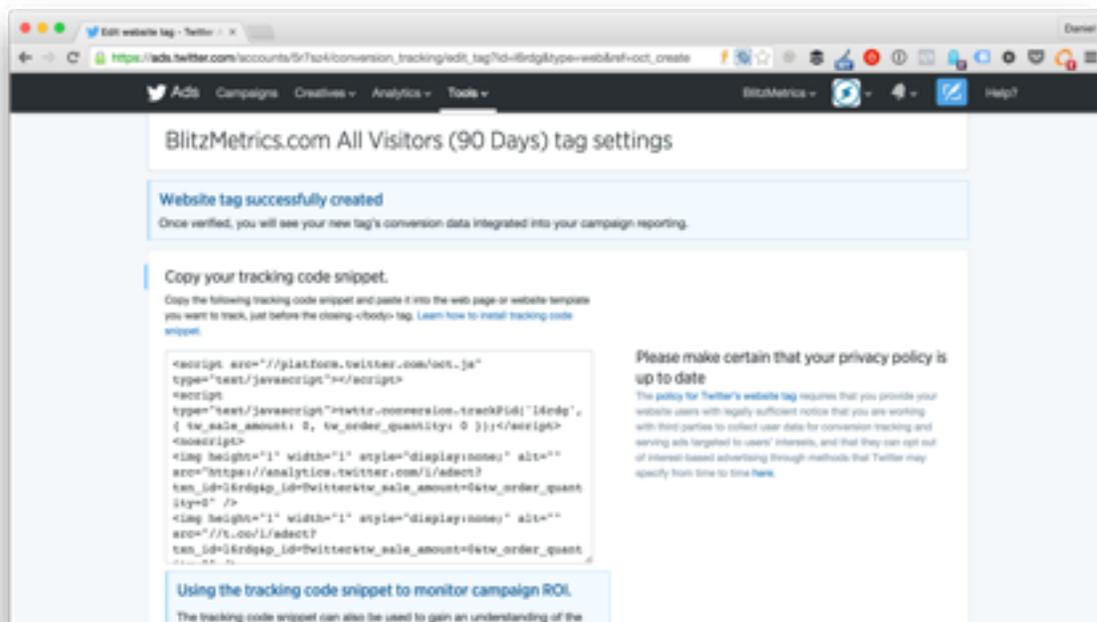
- 4 Enter a descriptive name for your first audience, set a conversion type of **Site visit** whilst ensuring that the tailored audience box is checked.



- 5 Click to **Show Conversion Settings** and set appropriate attribution windows. For a simple catch all remarketing tag we recommend **90 days** post engagement attribution and turning **Off** or setting a low **1 day** post-view attribution.

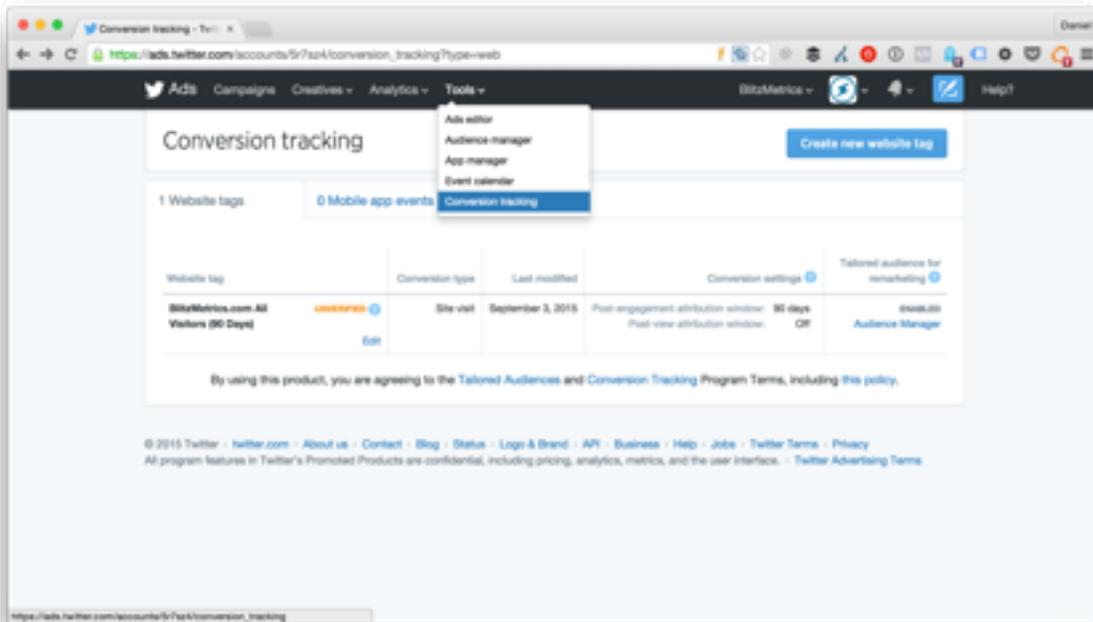


- 6 Click **Save tag and generate code snippet** and you will be presented with your remarketing tag, which you can now add to Google Tag Manager

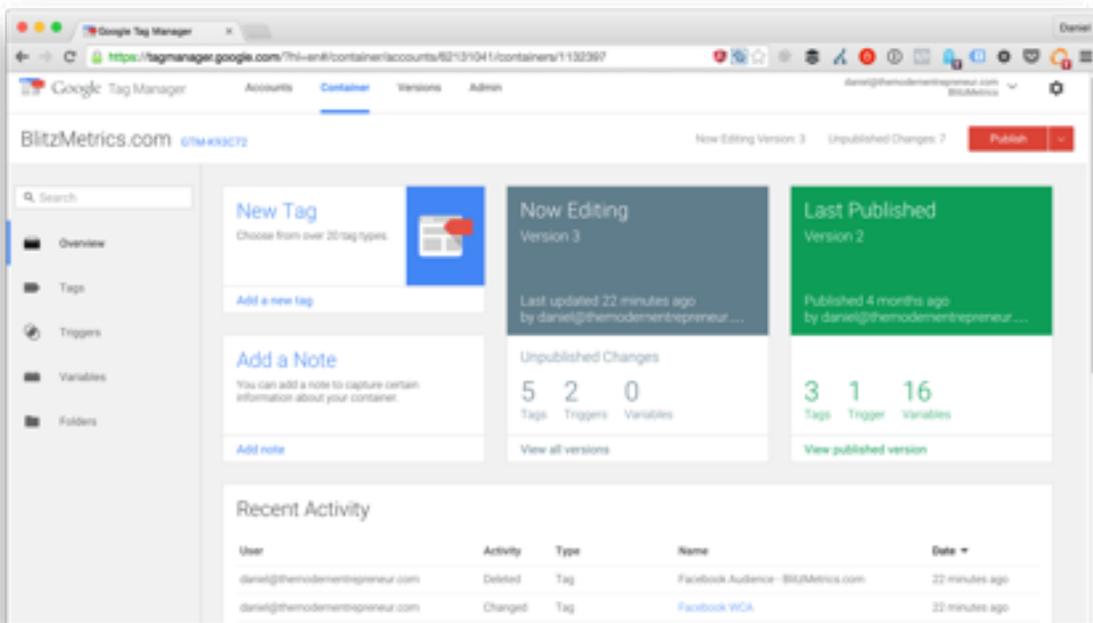


Adding Your Twitter Remarketing Tag to Google Tag Manager

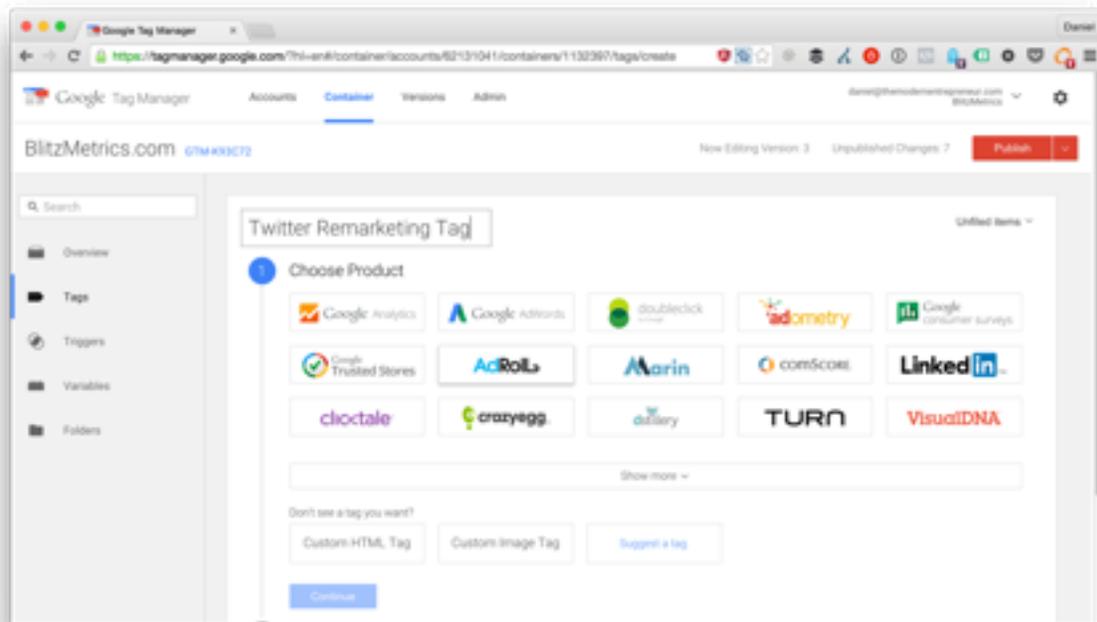
- 1. If you haven't already got your Twitter code to hand you can access existing tags under the **Tools** > **Conversion tracking** page and hitting the edit option on your audience.



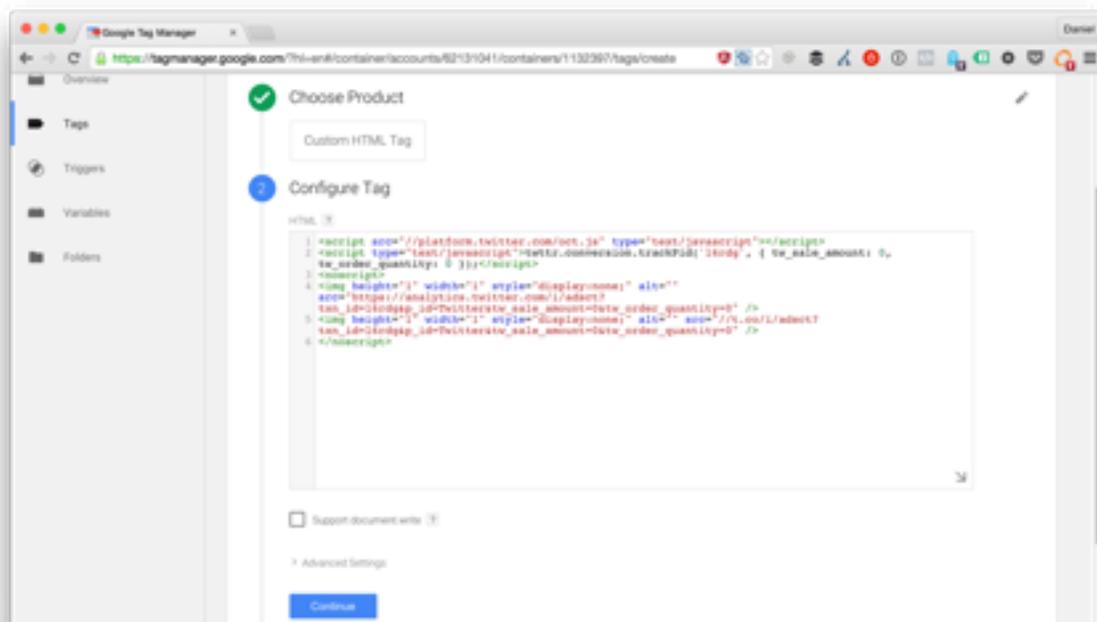
- 2. Go to your **Google Tag Manager** account and click to **Add a new tag**.



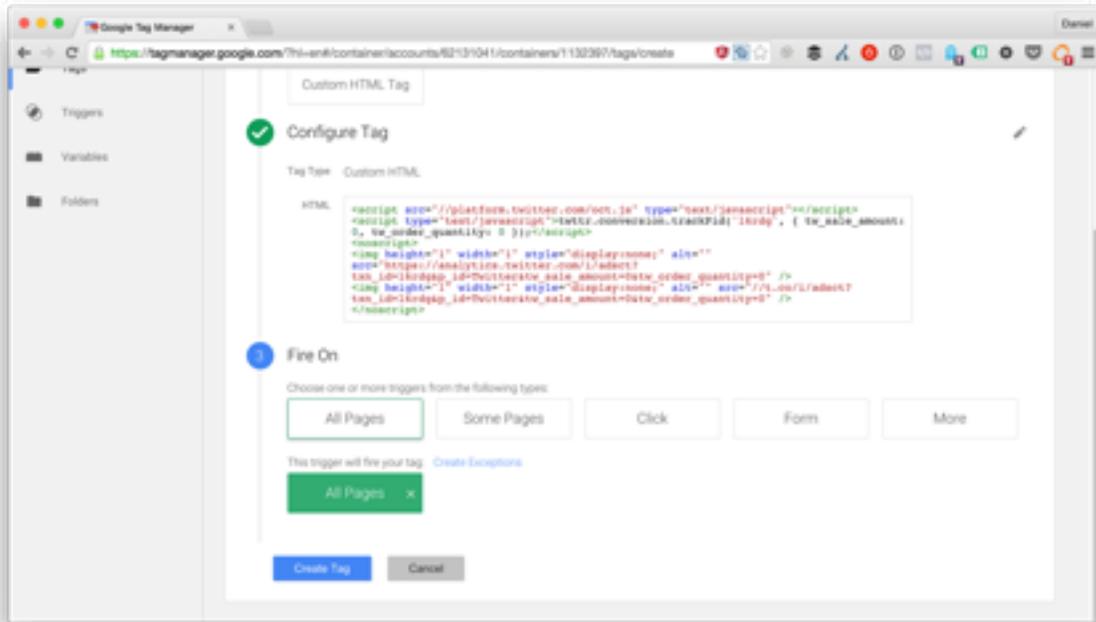
- 3. Enter a descriptive name for your Twitter Remarketing Tag and select **Custom HTML Tag** as the type.



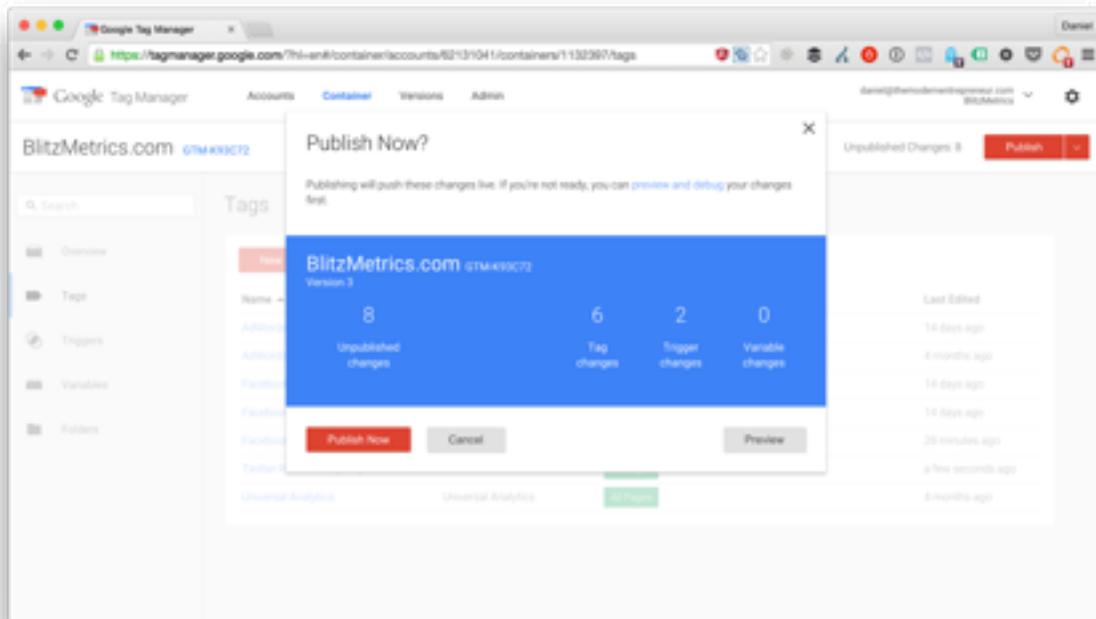
- 4. **Paste in the code** that you got from your Twitter Ads account and hit **Continue**.



- 5. Click the **All Pages** option to ensure your primary remarketing site catches all visitors to your site, and then click to **Create Tag**.

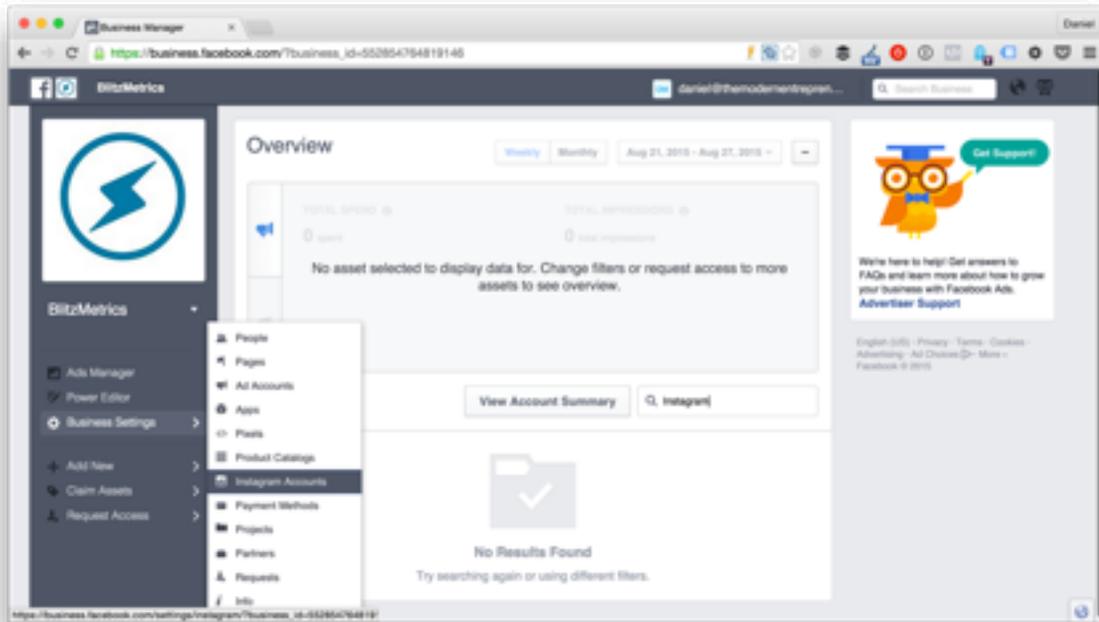


- 6. Click Publish and then confirm with the **Publish Now** button in the box that pops up.

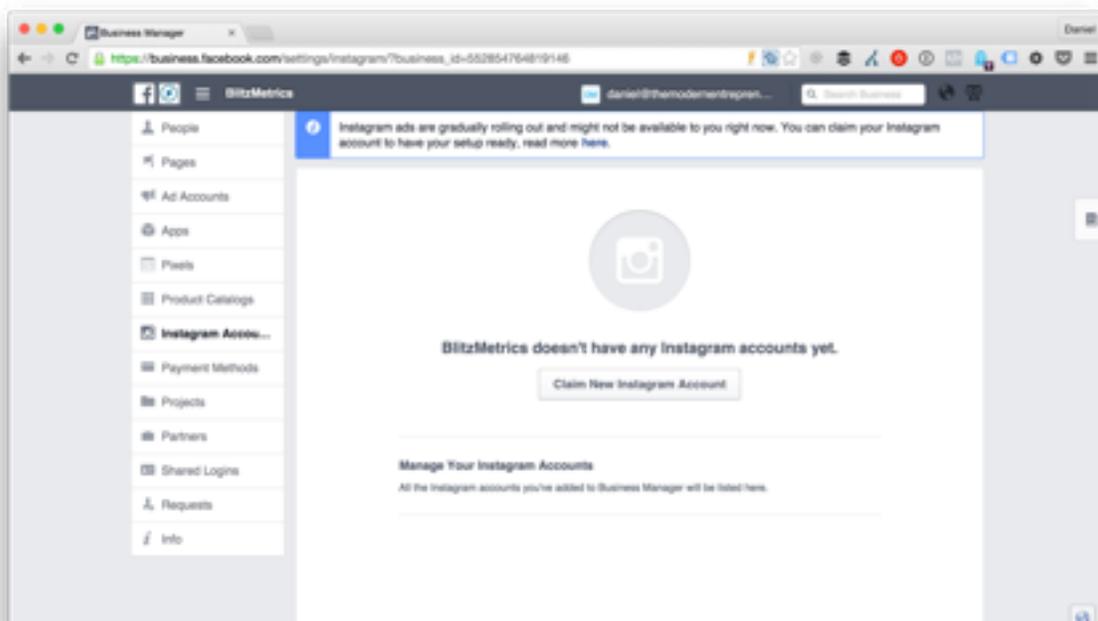


Adding Your Instagram Account to Your Facebook Advertising Account

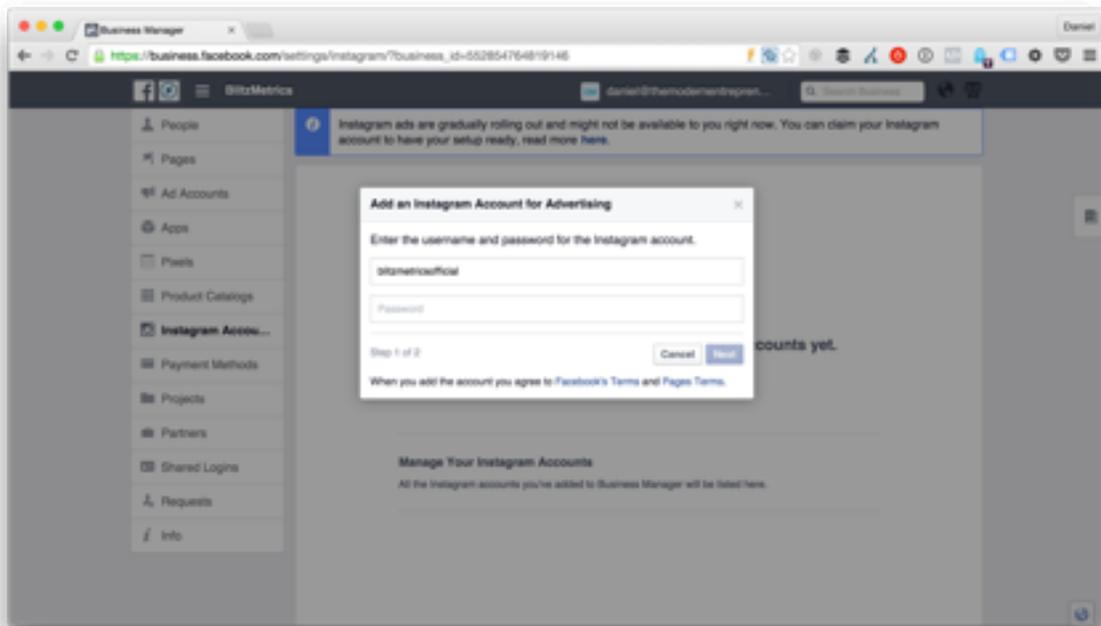
1. Go to Facebook Business Manager at business.facebook.com
2. Hover over, or click on, Business Settings and then select Instagram Account



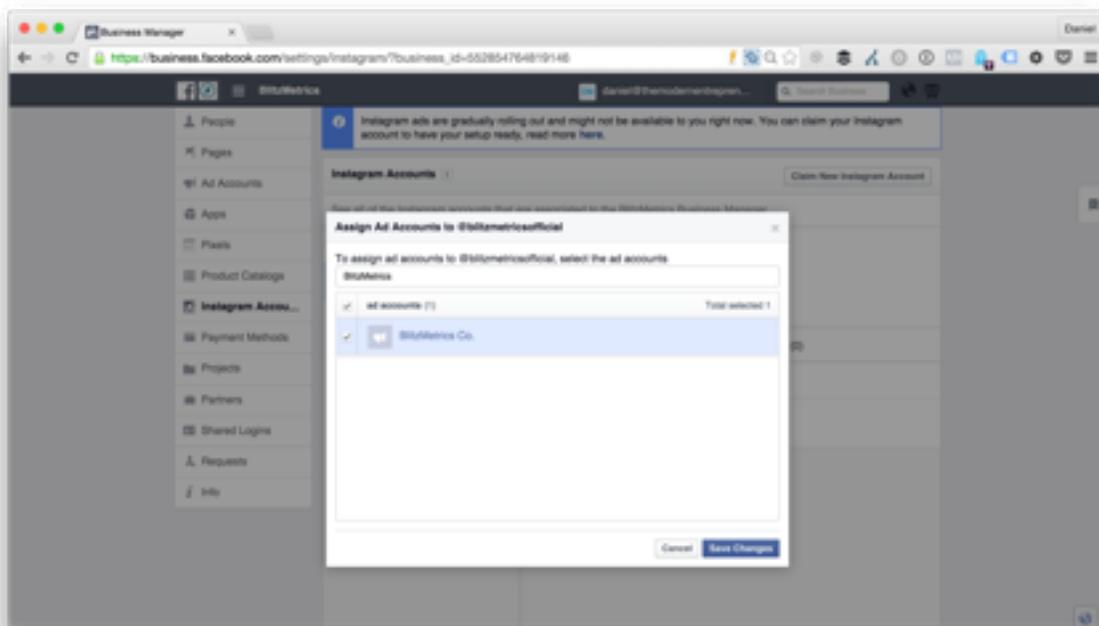
3. You will usually be presented with a list of Instagram Accounts but as you haven't linked one yet, click to Claim New Instagram Account.



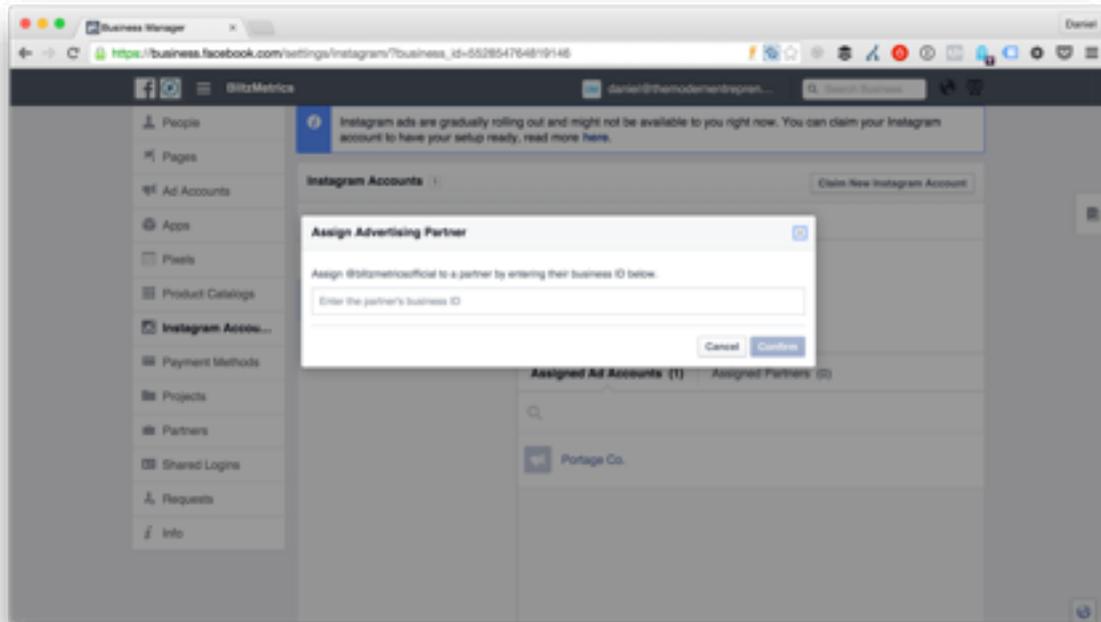
4. Enter your Instagram Username and Password to the pop up box and click Next.



5. You will be presented with you linked Instagram Accounts, showing the one you just linked. Click to Assign Ad Accounts, select your Facebook Ads account and click Save Changes.

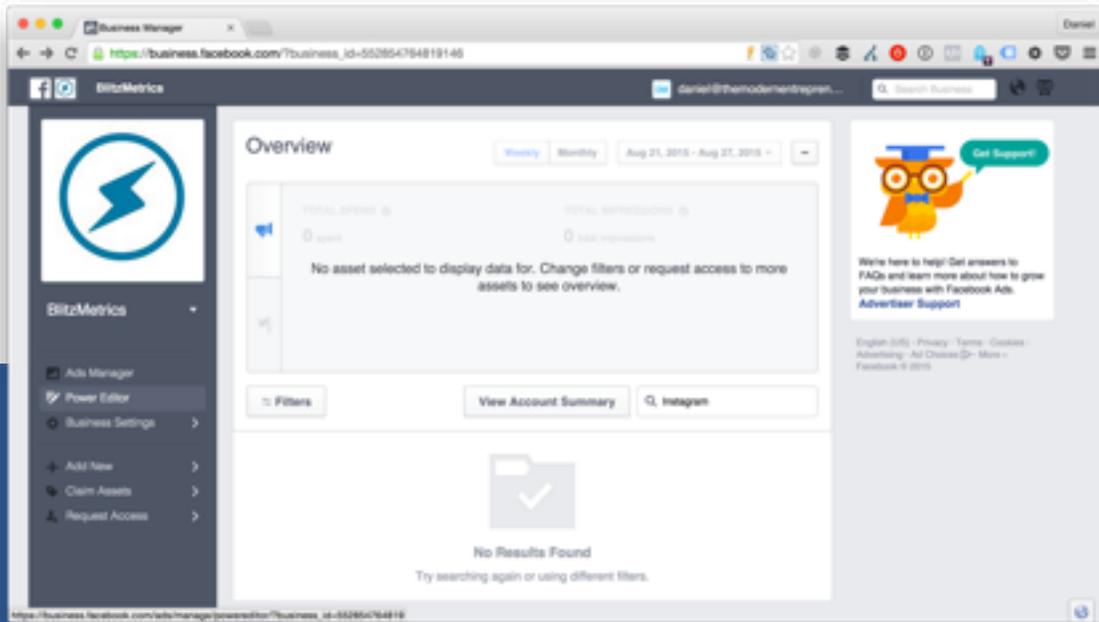


6. (Optional) You can also click to Assign Partner to allow an agency to manage your account. You can then simply enter the Business ID they provide, for example BlitzMetrics would be: 552854764819146 found in the Info tab and click Confirm.

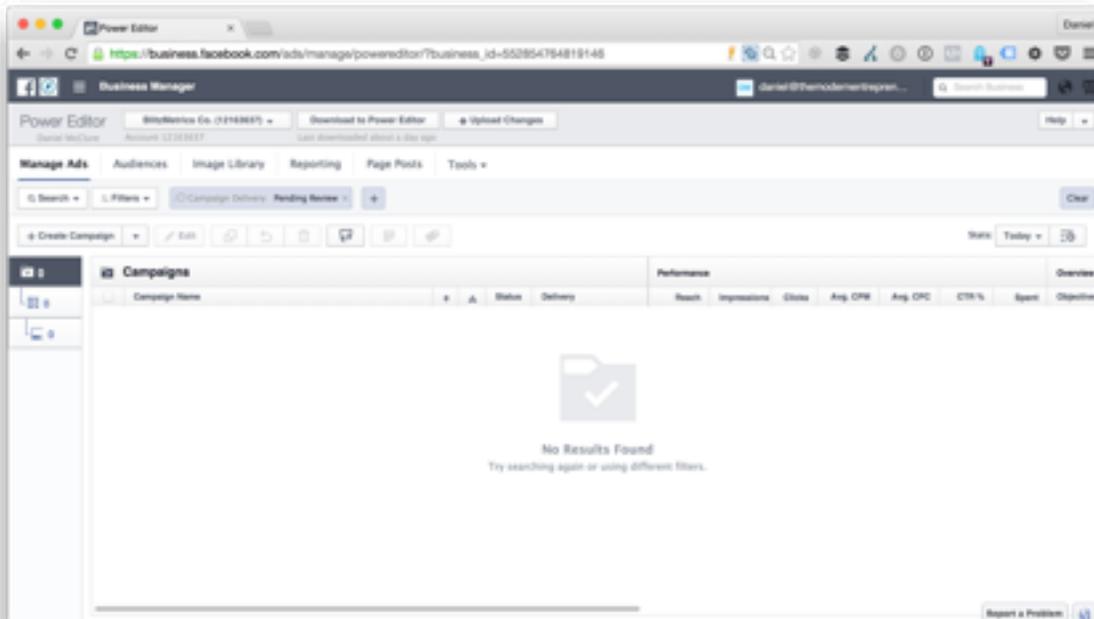


Creating an Ad for Instagram through Facebook Power Editor

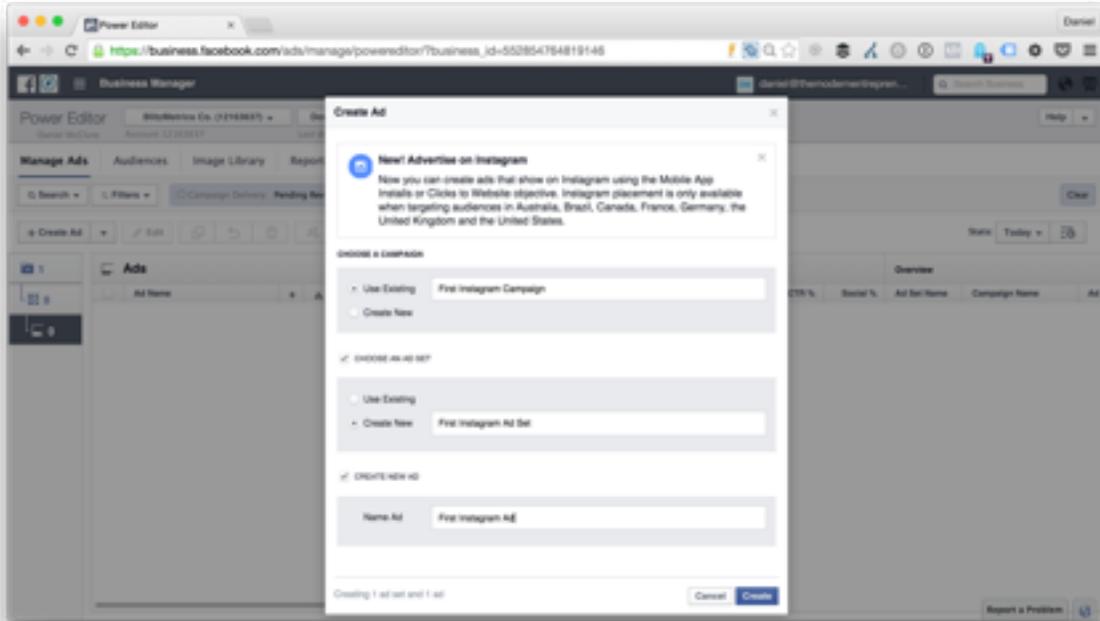
1. Go to your



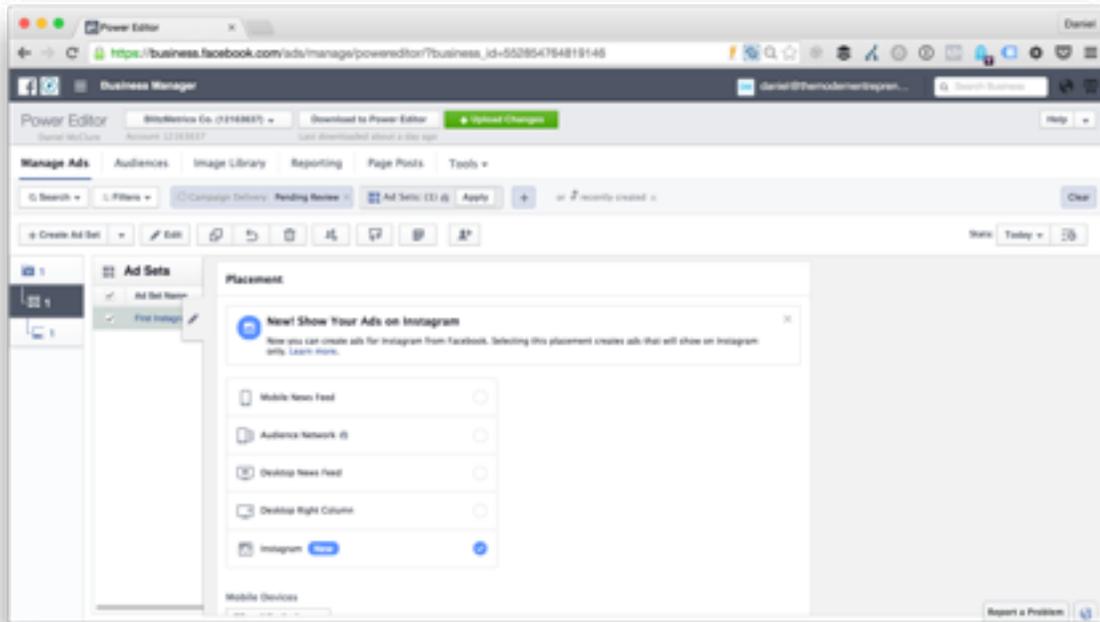
Business Manager and Click on Power Editor



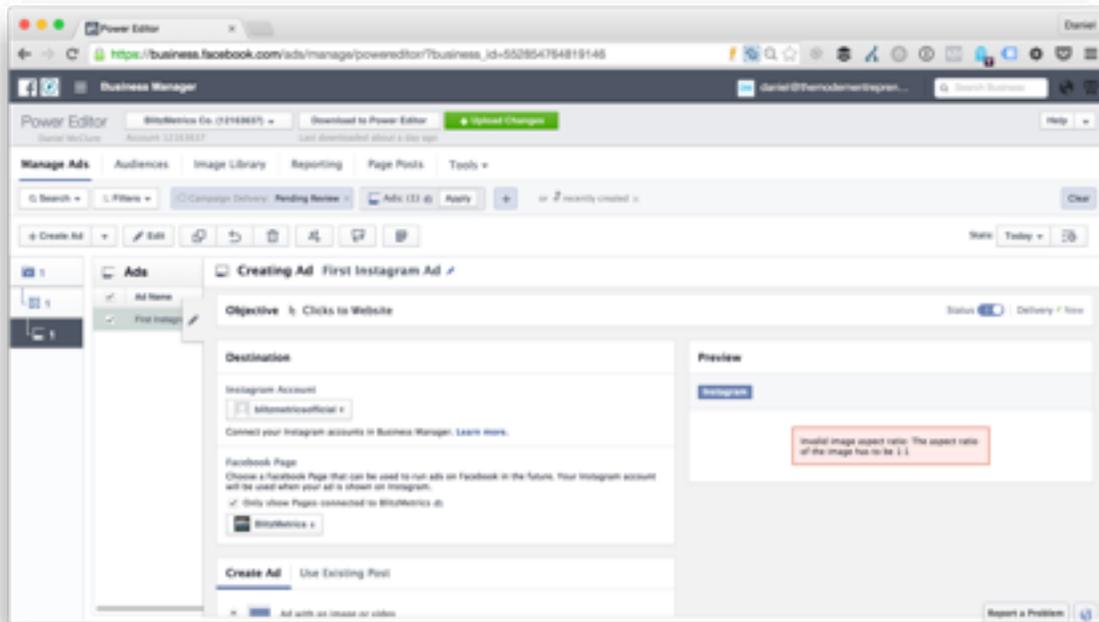
2. Click on **Create Campaign**



3. Make sure you select Website Clicks as the Objective, enter some basic details and click to Create.

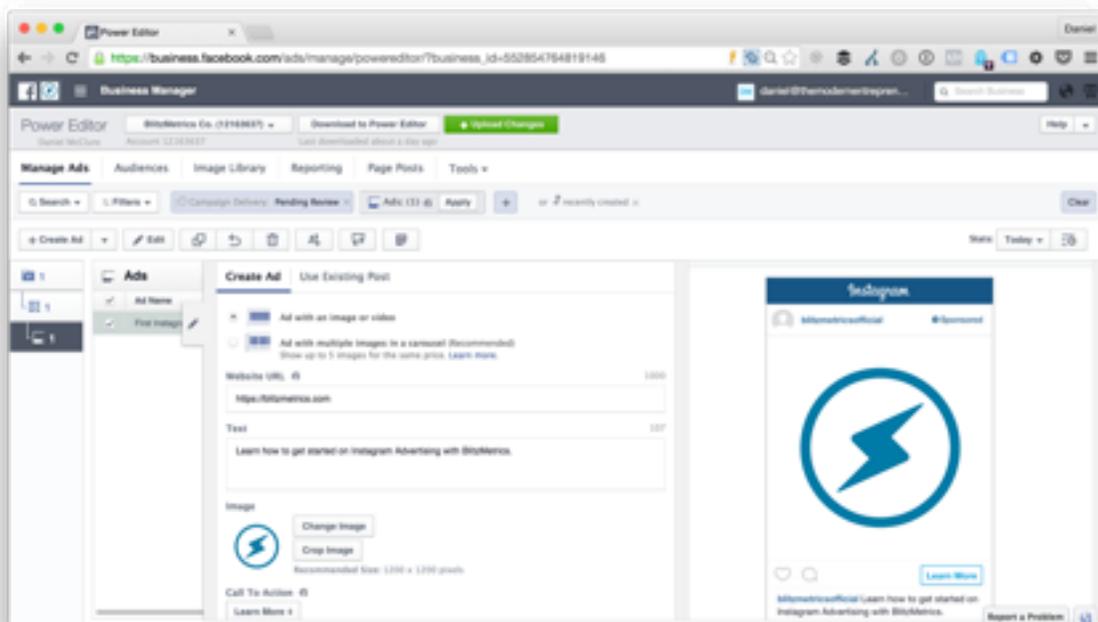


4. Under your Ad Sets settings make sure you enabled to Instagram Placement as it is disabled by default:



5. Open you Ad's settings and select which accounts to link the creative to:

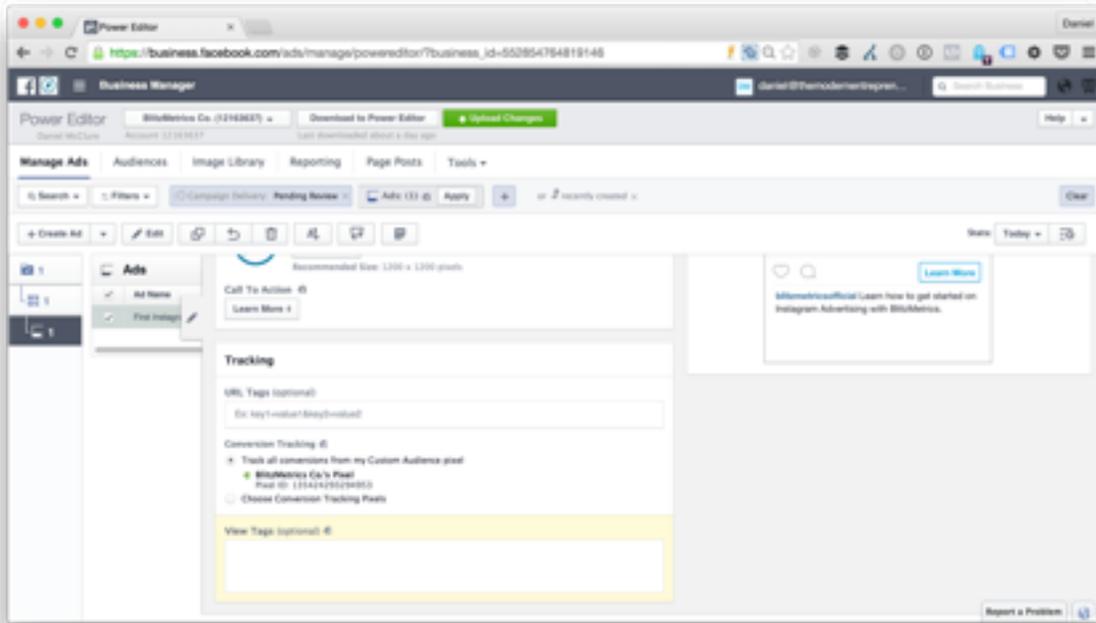
6. Add your Website URL (where you want people to go), Ad text and select an image that is a minimum of 640x640px however Facebook recommend at least 1200x1200 to look great across all platforms. You can also



select a call to action button now.

7.

Adding



You have completed the Google Tag Manager Guide!



Would you rather have this done for you for \$500?
Click to have us implement it for you!



What's next?

- 1. Set up plumbing
- 2. Set goals
- 3. Create Content
- 4. Target audiences
- 5. Create ads
- 6. Optimize on campaigns (ounce a week)

Your Optimization Specialists



AJ
Linkedin Ads



Jakob Hager
Taskwunder



Alex Houg
Digital
Marketing
Specialist



Jared Whitman
Operations
Manager



Seth
Rumbaugh
Analyst



Bryce Clark
Facebook
Ads



Austin
Bowman
Designer



Joe Merkel
Assistant Editor



Dennis Yu
Project
Manager



Ethan
Rumbaugh
Designer



Sean
Keegan
Analyst



Alexandra
Erman HR/
Accounting



Josh Hamby
Media& PR
Specialist



Max Darby
Marketing
Manager



Rick Swanson
Project
Manager