

# UTM Tracking Codes

Bev Salt DipM MCIM



# UTM Tracking Codes

What?

Why?

Where?

How?



# What is it?

- UTM stands for “urchin tracking module”
- Measures ROI
- Attribute a campaign’s success to a specific piece of content
- Code you attach to a custom URL. This allows Google Analytics to identify where your searchers came from.



Oct 5

Oct 7

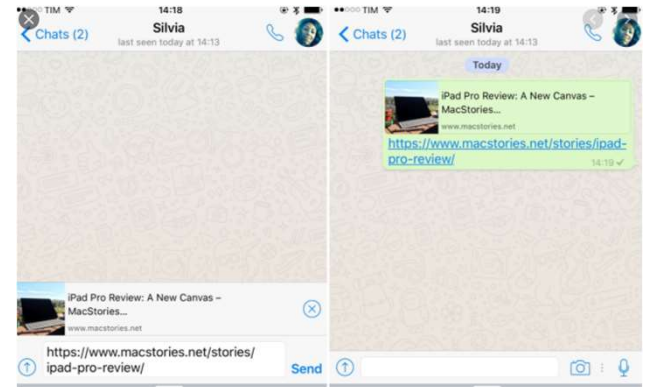


Returning Visitor

# Limitations

Doesn't track users if cookies are disabled

If content is shared on platforms such as Messenger/WhatsApp, they show as direct traffic



## Where to use?

- Email marketing campaigns
- Email signatures
- Online and offline ads
- Podcasts
- Social posts
- TV commercials
- Videos

# CONTENT MARKETING

A hand is pointing at the large, semi-transparent text 'CONTENT MARKETING' which is overlaid on a background image of a desk. The desk features a white keyboard, a pair of glasses, a coffee cup, and a notebook. The notebook is open to a page titled 'BLOG MONTHLY OVERVIEW' and contains various travel-related notes and lists.

# Generating the Code and Best Practice

- <https://ga-dev-tools.appspot.com/campaign-url-builder/>

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

\* Website URL   
The full website URL (e.g. `https://www.example.com`)

\* Campaign Source   
The referrer: (e.g. `google`, `newsletter`)

\* Campaign Medium   
Marketing medium: (e.g. `cpc`, `banner`, `email`)

\* Campaign Name   
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term   
Identify the paid keywords

Campaign Content   
Use to differentiate ads

Campaign
1. H - Brand
2. H - Kitchen Shopping (GENERIC)
3. H - Furniture - Dining Room - Shopping (GENERIC)
4. H - Kitchen Shopping (BRANDED)
5. H - Bedrooms Shopping (GENERIC)

Campaign
8daa6cfb68-NEWFEB2013_RSS_EMAIL_CAMPAIGN
346f74282f-NEWFEB2013_RSS_EMAIL_CAMPAIGN
Digital Marketing
50346f6755-NEWFEB2013_RSS_EMAIL_CAMPAIGN
491899d242-NEWFEB2013_RSS_EMAIL_CAMPAIGN

- Be specific, keep it simple and descriptive.
- Use lower case – linkedin **NOT** LinkedIn
- Avoid under scores – use hyphens/dashes – Google doesn't penalise dashes in URLs


# Best Practice


Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

```
https://www.addsalt.co.uk/?utm_source=linkedin&utm_medium=social%20post%20-%20tiktok&utm_campaign=tiktok%20platform&utm_term=tiktok&utm_content=drum%20article
```

Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link

- Use URL shorteners eg Bitly
- Generates a code which looks like this:

<https://bit.ly/3iaSLSS>



# Placing the code – social posts



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My latest blog is inspired by conversations from a freelance PR Facebook group. Here's my take on how [#PR](#) and [#SEO](#) can work together. [#addsalt](#)  
<https://bit.ly/2FsVA32>



PR and SEO: more than a marriage of necessity

[addsalt.co.uk](https://addsalt.co.uk)

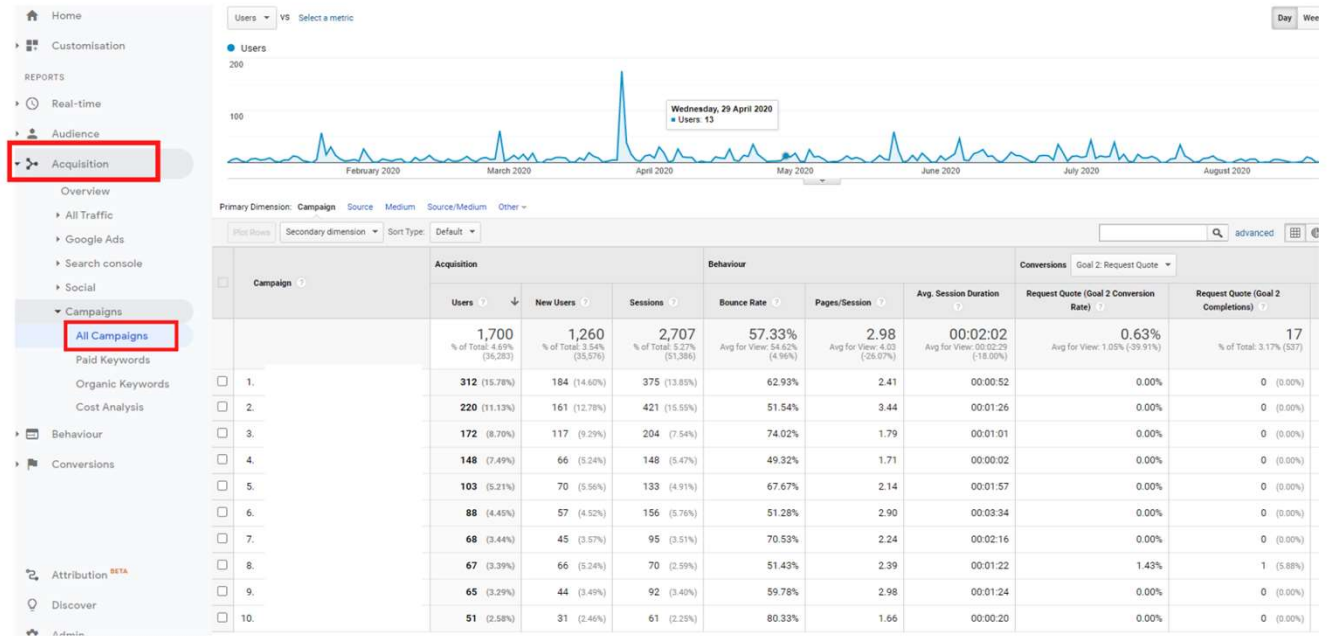




# Google Analytics

View stats in acquisition/campaigns

Link to goals



	(36,283)	(35,576)	(51,386)	(35.51%)	(-55.52%)	(-59.25%)		
1. LinkedIn / Organic Post	154 (87.01%)	109 (93.16%)	171 (83.82%)	77.19%	1.73	00:00:53	0.00%	0 (0.00%)
2. Twitter / Organic Post	17 (9.60%)	6 (5.13%)	26 (12.75%)	46.15%	2.46	00:02:05	0.00%	0 (0.00%)
3. Facebook / Organic Post	6 (3.39%)	2 (1.71%)	7 (3.43%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)



# Take-Aways

- Use UTM tracking codes to track any piece of content
- Be specific and descriptive when generating your codes
- Keep a record to show ROI/Success





Questions?

# Contact

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[addsalt.co.uk](http://addsalt.co.uk)