

# CREATOMATIC

## Maximising your digital performance with GA4 and content marketing

Scotland Starts Here

Jack Ogston and Amy Gibson for Creatomatic

24/10/23

# INTRODUCING CREATOMATIC

- We build digital. Web design and development, graphics and digital marketing.
- Established in 2012; team of 14 full-time staff based in Lockerbie, Scotland
- Self-catering and tourism specialism
- SSDA, ASVA, and ASSC trade suppliers
- Find out more at [www.creatomatic.co.uk](http://www.creatomatic.co.uk)



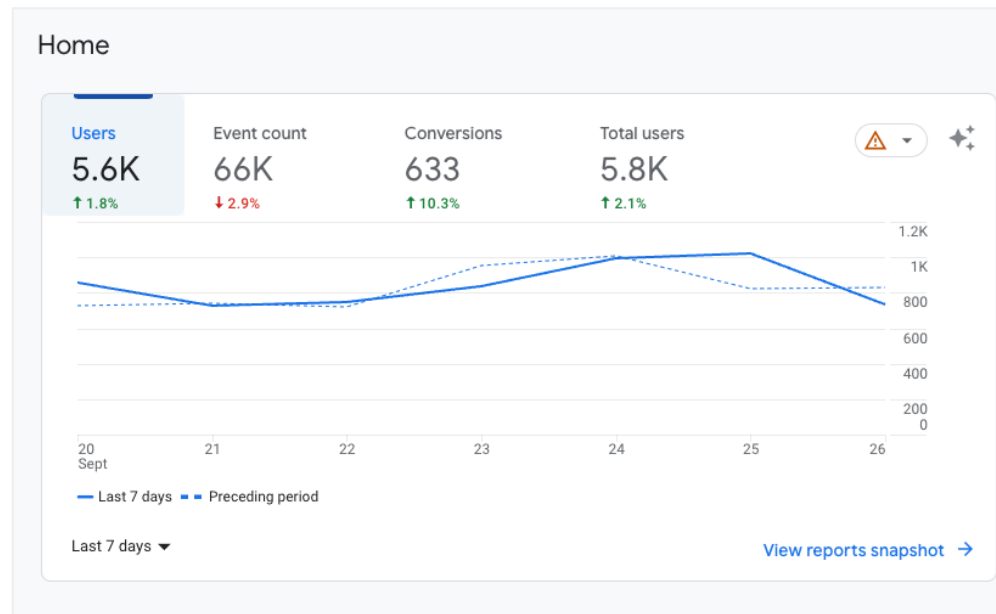
# AGENDA

- Intro to GA4, dashboards
- Setting up events/conversions
- Creating custom collections and reports
- Using custom campaign URLs to track performance
- Why your online content matters
- How to use GA4 insights to inspire your content
- Utilising content from other sources to promote your business

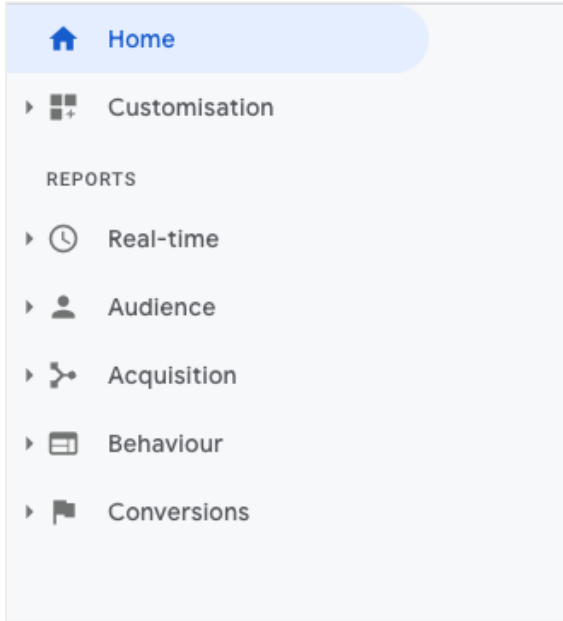
# GOOGLE ANALYTICS 4

# WHAT IS GOOGLE ANALYTICS 4

- Google's latest iteration of analytics
- Tells you how users land on your site, interact with it and more
- GA4 classes each interaction as an event
- Better dashboards
- Levelling up
- **Everything you measured in UA can also be measured in GA4**



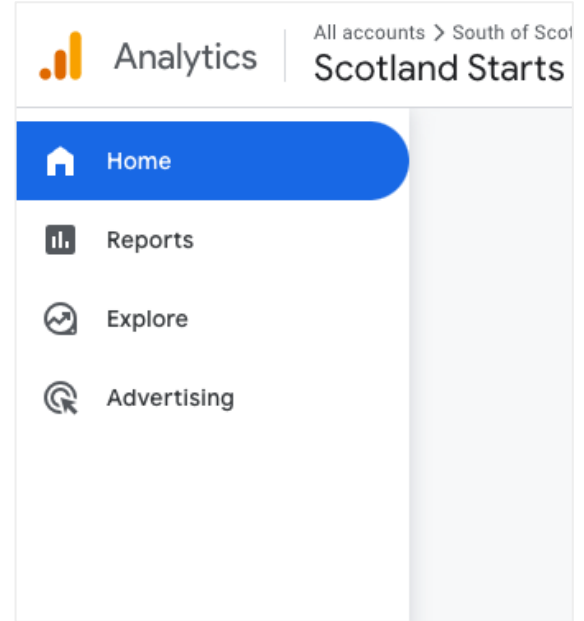
# WHICH VERSION AM I USING?



UNIVERSAL  
ANALYTICS

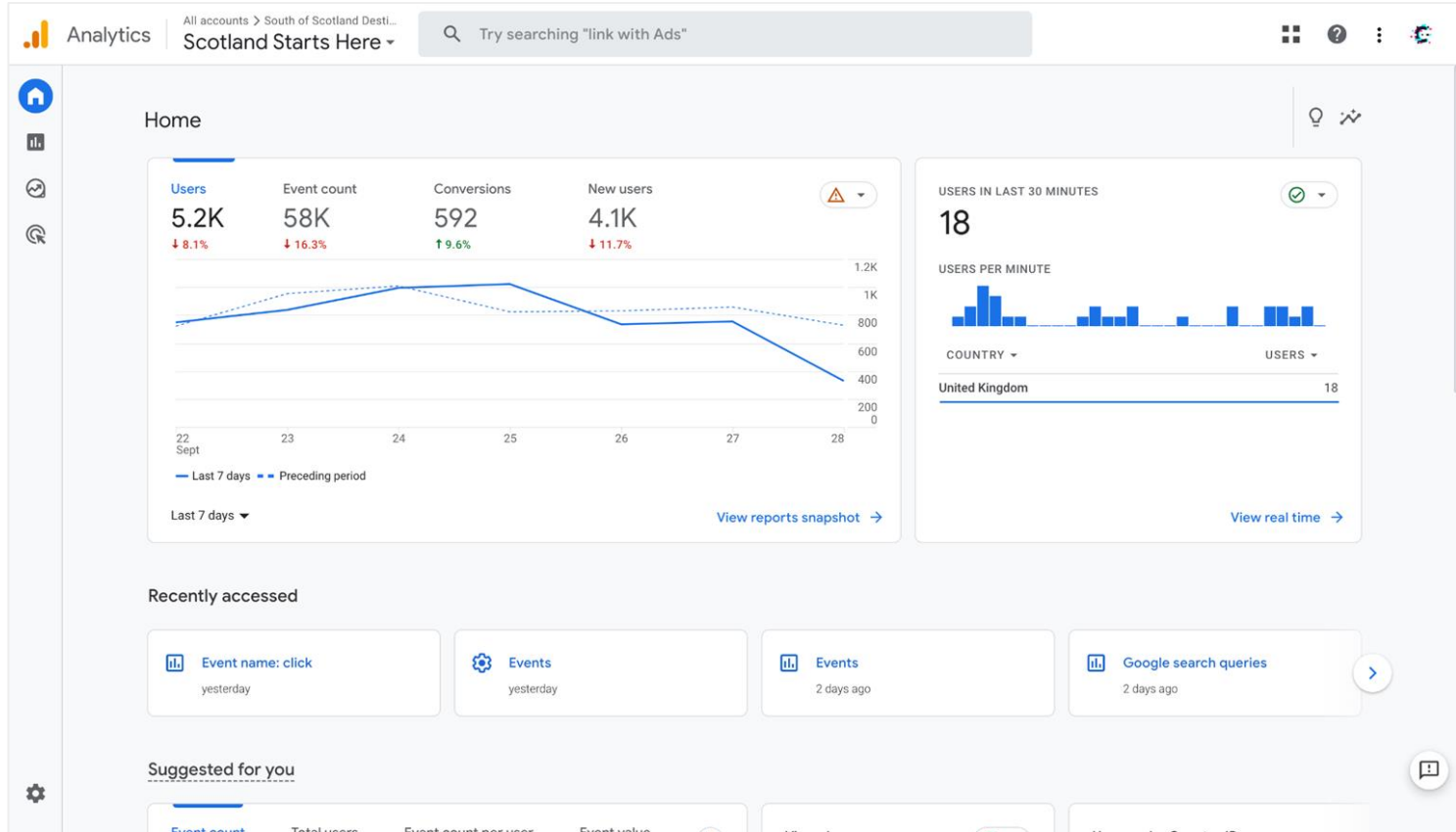


GOOGLE  
ANALYTICS 4



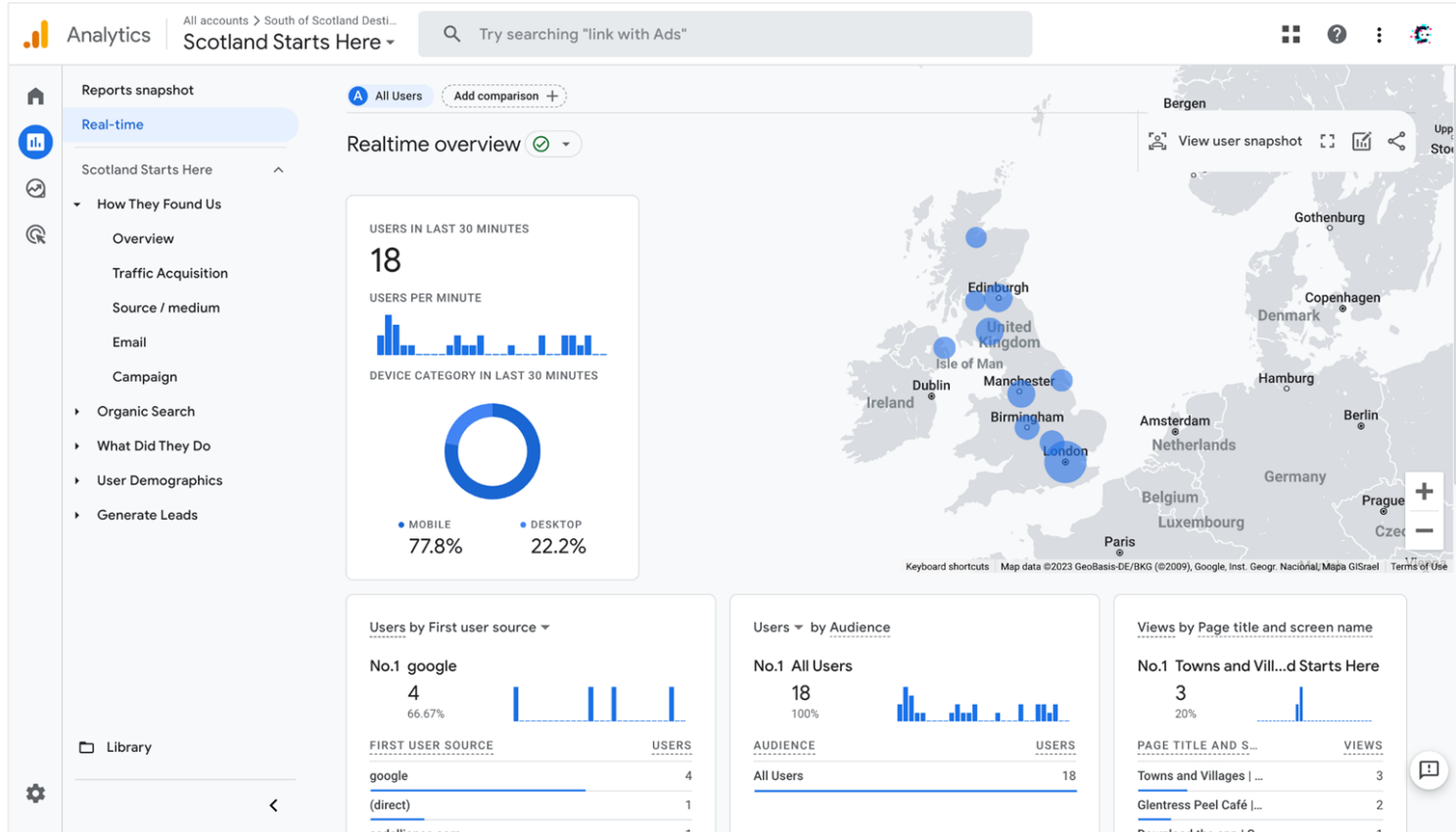
# NAVIGATING THE DASHBOARD

# HOME

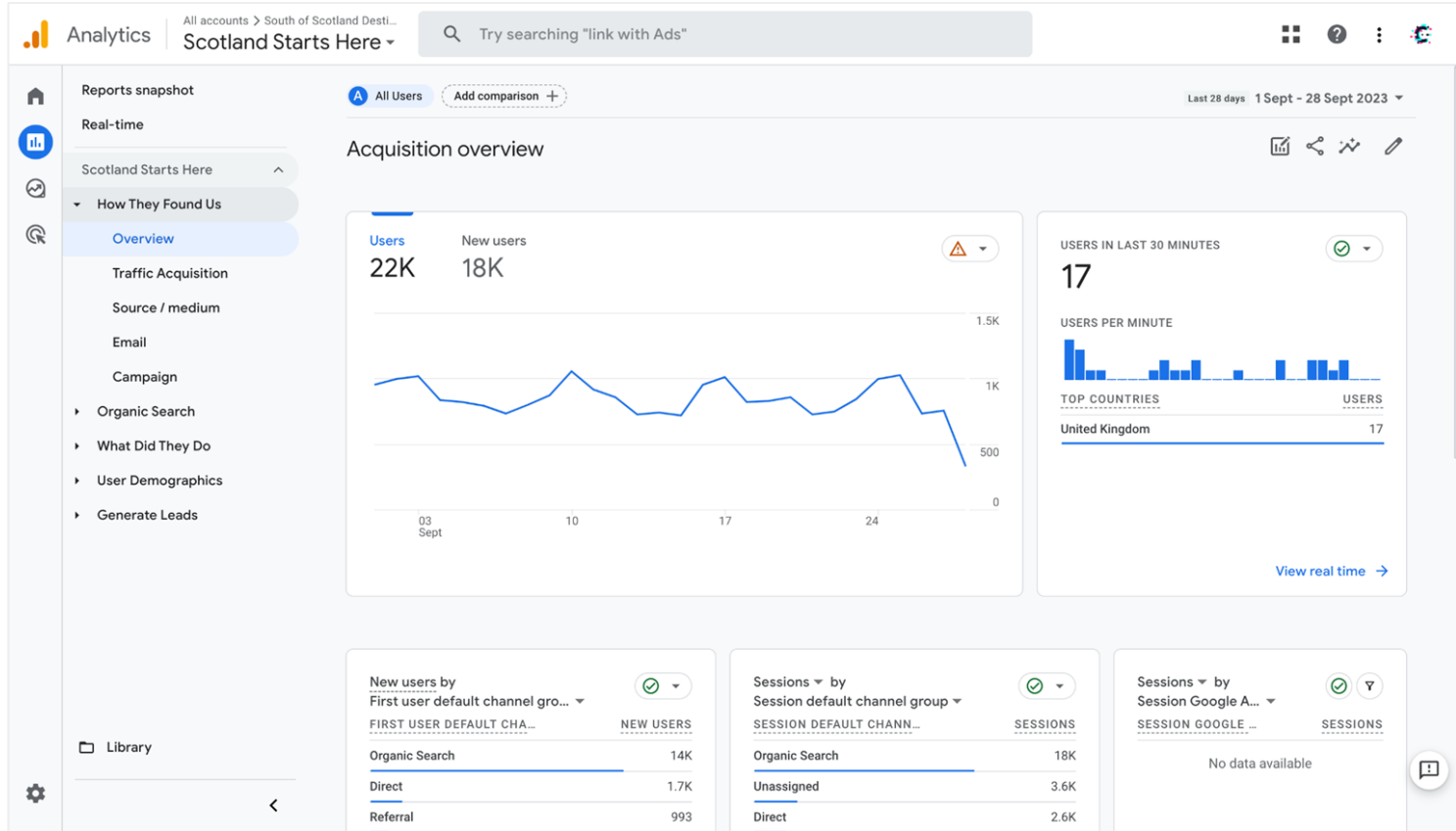




# REALTIME



# REPORTS



# EXPLORATIONS


Analytics | All accounts > South of Scotland Desti... Scotland Starts Here

Try searching "Web overview"


## Explorations

Start a new exploration


Template gallery




**Blank**  
Create a new exploration



**Free-form**  
What insights can you uncover with custom charts and tables?



**Funnel exploration**  
What user journeys can you analyse, segment and breakdown with multi-step funnels?



**Path exploration**  
What user journeys can you uncover with tree graphs?

Type	Name ↓	Owner	Last modified ↓	Property	🔍
No explorations to show.					

# ADVERTISING

The screenshot displays the Google Analytics Advertising snapshot dashboard. At the top, it shows the account name 'Scotland Starts Here' and a search bar. The left sidebar contains navigation options: Advertising snapshot (selected), Performance, All channels, Attribution, Model comparison, and Conversion paths. The main content area is titled 'Advertising snapshot' and shows '5/5 conversion events'. Below this, there are three main sections: 'WHICH CHANNELS DRIVE THE MOST CONVERSIONS?' with a horizontal bar chart, 'INSIGHTS' with a key finding about event count per user, and 'WHAT TOUCHPOINTS DO CUSTOMERS TAKE TO CONVERT?' with a table of conversion paths.

Analytics | All accounts > South of Scotland Desti...  
Scotland Starts Here - Try searching "how to create funnel"

Advertising snapshot | 5/5 conversion events | Add filter + | Custom | 1 Sept - 28 Sept 2023

### Advertising snapshot

WHICH CHANNELS DRIVE THE MOST CONVERSIONS?

Conversions by Default channel group

Default channel group	Conversions
Organic Search	~2100
Referral	~200
Direct	~150
Organic Social	~50
Unassigned	~20
Email	~10

View all channels →

INSIGHTS 1

INSIGHT

Event count per user was 80% higher than average in Dumfries, United Kingdom. New

From the 1st to the 7th of October, 2023

View all insights →

Learn about the Advertising section

Measure the impact of your advertising with the powerful attribution capabilities of Google Analytics 4. Identify key moments in your customers' purchase journeys using Conversion paths and Model comparison reports.

Read more ↗

WHAT TOUCHPOINTS DO CUSTOMERS TAKE TO CONVERT?

Conversion paths

DEFAULT CHANNEL GROUP	CONVERSIONS
Organic Search × 4	811
Organic Search	195

# ADMIN

Analytics | All accounts > South of Scotland Desti... | Scotland Starts Here -

Try searching "compare conversions from organic vs direct channels"

ADMIN USER

Account [+ Create Account](#)

South of Scotland Destination Alliance

- Account Settings
- Account Access Management
- All Filters
- Rubbish Bin

Property [+ Create Property](#)

Scotland Starts Here (356426459)

- Setup Assistant
- Property Settings
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests
- DebugView

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# EVENT TRACKING

# EVENT TYPES

- **Admin > Events**
- You don't need a web developer to track every event now
- Most basic events are now tracked for you
- If you can't see the events you're looking to track, you can create new events
- Automatically collected events, enhanced measurements, recommended events, custom events

Custom 1 Sept - 28 Sept 2023  
Compare: 4 Aug - 31 Aug 2023

Modify event Create event

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
click	2,957	↓ 28.1%	2,228	↓ 28.8%	<input type="checkbox"/>
download_the_app	568	-	145	-	<input checked="" type="checkbox"/>
experience_finder_category_opened	256	↓ 39.2%	182	↓ 37.5%	<input type="checkbox"/>
experience_finder_category_view_all_clic	0	↓ 100.0%	0	↓ 100.0%	<input type="checkbox"/>
experience_finder_interface_opened	69	↓ 6.8%	58	↓ 7.9%	<input type="checkbox"/>
experience_finder_subcategory_clicked	227	↓ 26.8%	142	↓ 34.0%	<input type="checkbox"/>
first_visit	18,079	↓ 35.4%	18,051	↓ 35.3%	<input type="checkbox"/>
form_start	365	↑ 18.5%	135	↑ 23.7%	<input type="checkbox"/>
form_submit	374	↑ 5.9%	130	↑ 25.7%	<input type="checkbox"/>
map_filter_chosen_category	609	↓ 40.8%	100	↓ 46.2%	<input type="checkbox"/>
map_filters_categories_set	306	↓ 22.3%	133	↓ 44.6%	<input type="checkbox"/>

# ENHANCED MEASUREMENTS

- **Admin > Data Streams > Select data stream > Toggle enhanced measurement**
- Automatically measure interactions and content on your sites in addition to standard page view measurement
- Data from on-page elements such as links and embedded videos may be collected with relevant events.
- Turn this off and you're missing loads of good stuff (and only tracking pageviews)

✕ Enhanced measurement Save

**Page views**  
Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings. 🔴

[Show advanced settings](#)

**Scrolls**  
Capture scroll events each time that a visitor gets to the bottom of a page. 🟢

**Outbound clicks**  
Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events. 🟢

**Site search**  
Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings. 🟢

[Show advanced settings](#)

**Form interactions**  
Capture a form interaction event each time a visitor interacts with a form on your website. 🟢

**Video engagement**  
Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled. 🟢

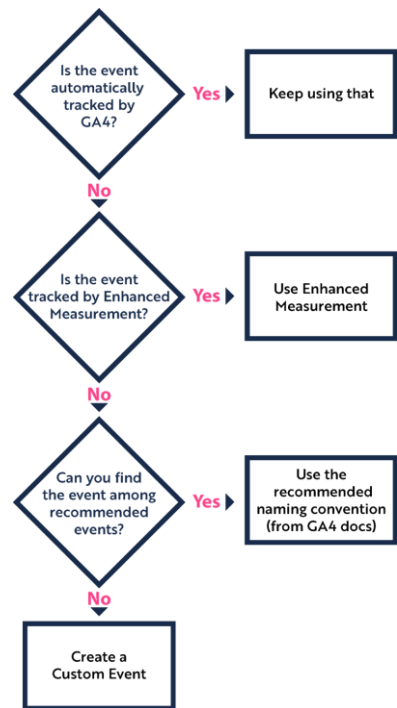
**File downloads**  
Capture a file download event each time a link is clicked with a common document, compressed file, application, video or audio extension. 🟢



# SETTING UP CUSTOM EVENTS

You can implement a custom event in a few different ways, depending on how you set up your website or app measurement. These includes:

- gtag.js (for websites)
- Tag Manager (for websites)
- Google Analytics for Firebase (for mobile apps)



# CUSTOM EVENTS USING GOOGLE TAG MANAGER

## Step 1: Create a GA4 event

Create a Google Analytics: GA4 Event tag for your custom event.

## Step 2: Create a trigger

Next, create a trigger to send the event when someone clicks the button.

## Step 3: Preview your changes

Preview to see the data that's recorded when you click the "Sign up for the newsletter" button.

The screenshot displays the Google Tag Manager interface. At the top, a 'Tag Configuration' window is partially visible. Below it, a 'Click' trigger is configured with the API Call `dataLayer.push({event: "gtm.click", ...})`. The 'Output of GTM-ABCEFG' section shows a preview of the event being fired, with the 'Tags Fired' section highlighted by a red box. The event is labeled 'GA4 Event - Signup newsletter' and 'Google Analytics: GA4 Event - Succeeded'. Below this, the 'Tags Not Fired' section shows 'GA4 Configuration' and 'Google Analytics: GA4 Configuration'. At the bottom, there is an 'Advanced Settings' button.

CONVERSIONS

# CONVERSIONS

- **Admin > Events > Mark as conversion**
- Now your events are created, it's easy to mark them as conversions

The screenshot shows the Google Analytics 'Conversion Events' page. The left sidebar contains navigation options like 'Setup Assistant', 'Property Settings', 'Data Streams', 'Events', 'Conversions', 'Audiences', 'Custom definitions', 'Data Settings', 'Data Import', 'Reporting Identity', 'Attribution Settings', 'Property Change History', 'Data Deletion Requests', and 'DebugView'. The main content area displays a table of conversion events with columns for 'Conversion name', 'Count (% change)', and 'Value (% change)'. A 'Mark as conversion' toggle is visible for each event.

Conversion name	Count (% change)	Value (% change)	Mark as conversion
download_the_app	24	-	<input checked="" type="checkbox"/>
poi_booking_link_pressed	320	↑ 190.9%	<input checked="" type="checkbox"/>
poi_favourite_added	52	↑ 246.7%	<input checked="" type="checkbox"/>
poi_website_action_button_pressed	2,134	↑ 219.5%	<input checked="" type="checkbox"/>
purchase	0	0%	<input type="checkbox"/>

Event count	↓ Conversions
239,523 100% of total	2,398.00 100% of total
2,001	2,001.00
436	202.00
195	195.00
2,605	0.00
210	0.00
51	0.00
182	0.00
16,368	0.00

# CREATING A CUSTOM DASHBOARD

# CUSTOM COLLECTIONS

- **Reports > Library > Collections > Create new collection**
- Organise your dashboard with the reports that matter to you
- Add/create new reports
- Overview reports and detail reports
- Together these reports make a collection

The screenshot shows the 'Customise collection' interface in Google Analytics. The breadcrumb trail is 'All accounts > South of Scotland Desti... > Scotland Starts Here'. The search bar contains 'Try searching "Web overview"'. The interface is titled 'Customise collection' and shows a collection named 'Scotland Starts Here' which is 'Published'. Under 'TOPICS AND REPORTS', there are several report categories with expandable options: 'How They Found Us' (Acquisition overview, Traffic Acquisition, Source / medium, Tech Details: Device category, Email, Campaign), 'Organic Search' (Drop overview report, Google organic search traffic, Google search queries), and 'What Did They Do'. On the right, the 'Drag reports to create collection' panel is active, showing a search bar and two tabs: 'Detail reports' (selected) and 'Overview reports'. Under 'Detail reports', there are several report cards: 'Audiences', 'Checkout journey', 'Conversions', 'Demographic details' (Users, sessions, engagement, conversion and revenue metrics), 'E-commerce purchases' (Item purchases by views, basket activity and revenue), 'Events' (Event count by event name), 'Google organic search traffic', and 'In-app purchases' (Product purchases by quantity and revenue). A 'Save...' button is located at the bottom right of the collection configuration area.

# CUSTOM REPORTS

- Reports make up a collection
- Customise individual reports
- Change metrics, dimensions and more
- Toggle on/off different charts

The screenshot displays a web analytics dashboard with a custom report titled "Tech Details: Device category". The report is for the period "Last 28 days" from "14 Sept - 11 Oct 2023". The main data is presented in a table with the following columns: Device category, Users, New users, Conversions, User conversion rate, and Engaged sessions. The table shows data for Mobile, Desktop, and Tablet devices. On the right side, there is a sidebar with various report configuration options, including Report Data, Report Filter, Charts, Report Template, and Summary Cards.

Device category	Users	New users	Conversions	User conversion rate	Engaged sessions
	19,968 100% of total	16,558 100% of total	2,479.00 100% of total	9.03% Avg 0%	16,398 100% of total
1 Mobile	13,996	11,696	1,586.00	8.83%	10,866
2 Desktop	5,031	3,984	753.00	9.42%	4,610
3 Tablet	1,053	878	140.00	9.02%	950

Report Configuration Options:

- REPORT DATA: Dimensions, Metrics
- REPORT FILTER: Add filter
- CHARTS: Line Chart, Bar Chart
- REPORT TEMPLATE: Tech details
- SUMMARY CARDS: Users by Browser, Users by Device category, Users by Device model, Users by Operating system, Users by Screen resolution

# LIVE EXAMPLE

The screenshot displays the Google Analytics interface for a report titled "Scotland Starts Here". The report is filtered for "Email" and "Session medium exactly m...". The main content area shows a table with the following data:

Session source/medium	Users	Sessions	Conversions	User conversion rate	Engaged sessions
mailchimp / email	60	83	15.00	16.67%	54

The table also includes percentage of total values for each metric: 100% of total for Users, Sessions, and Engaged sessions, and 100% of total for Conversions. The user conversion rate is noted as 16.67% with an average of 0%.

At the bottom of the page, there is a footer with the text: ©2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)



USING CUSTOM CAMPAIGN  
URLS TO TRACK  
PERFORMANCE

# CUSTOM CAMPAIGN URLS

- Add UTM parameters (snippets of codes) to URLs so you can measure campaigns in Google Analytics
- Measure ROI and conversions
- Crucial tool for any digital marketing activity and easy to use
- Create a format for consistent tracking
- Use [Google's official URL builder](#)

The screenshot shows the Google Analytics Campaign URL Builder interface. At the top, it says "Google Analytics | Demos & Tools" and "Campaign URL Builder". Below this, there are tabs for "WEB" and "PLAY". The main heading is "Share the generated campaign URL". Below this, it says "Use this URL in any promotional channels you want to be associated with this custom campaign." There is a text box labeled "generated URL" containing the URL: "https://scotlandstarthere.com/blog/best-of-autumn-south-of-scotland/?utm\_source=mailchimp&utm\_medium=email&utm\_campaign=autumn-getaways-start-here". Below the text box, there is a checkbox labeled "Set campaign parameters in the fragment portion of the URL (not recommended)". Below this, there is a text box labeled "shortened URL" containing the text "Click shorten link to shorten your generated URL." and a "SHORTEN LINK" button. At the bottom, there are two input fields: "campaign term" with the subtext "Identify the paid keywords" and "campaign content" with the subtext "Use to differentiate ads".

# LIVE EXAMPLE

Session source/medium ▾ +	↓ Users	Sessions	Conversions All events ▾	Engaged sessions	Average engagement	Engaged sessions per	Events per session	Engagement rate
Session campaign ▾ +	↓ Users	Sessions	Conversions All events ▾	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
	5,741 100% of total	6,983 100% of total	605.00 100% of total	4,463 100% of total	0m 59s Avg 0%	0.78 Avg 0%	9.68 Avg 0%	63.91% Avg 0%
1 (organic)	3,764	4,557	386.00	3,372	0m 51s	0.90	9.72	74%
2 (not set)	763	781	102.00	1	1m 19s	<0.01	6.67	0.13%
3 (referral)	726	868	71.00	582	1m 18s	0.80	11.57	67.05%
4 (direct)	428	571	23.00	337	1m 06s	0.79	10.57	59.02%
5 legacy_redirect	104	120	11.00	87	1m 02s	0.84	10.34	72.5%
6 autumn-getaways-start-here	58	74	12.00	50	1m 20s	0.86	9.68	67.57%
9 mailchimp / email	58	74	12.00	50	1m 20s	0.86	9.68	67.57%
10 uk.search.yahoo.com / referral	44	58	10.00	40	0m 40s	0.91	8.36	68.97%

# WHY YOUR ONLINE CONTENT MATTERS

# FIRST IMPRESSIONS COUNT

- Your online content is your digital shop window
- People will decide quickly if it's relevant or interesting to them or not

## YOU CAN USE DIGITAL CONTENT TO:

- Increase website traffic
- Influence people's decisions
- Drive sales/bookings and conversions
- Increase social media following
- Encourage repeat visitors and engagement
- Link and collaborate with other businesses
- Attract new audiences



# HOW TO USE GOOGLE ANALYTICS 4 INSIGHTS TO INSPIRE YOUR CONTENT

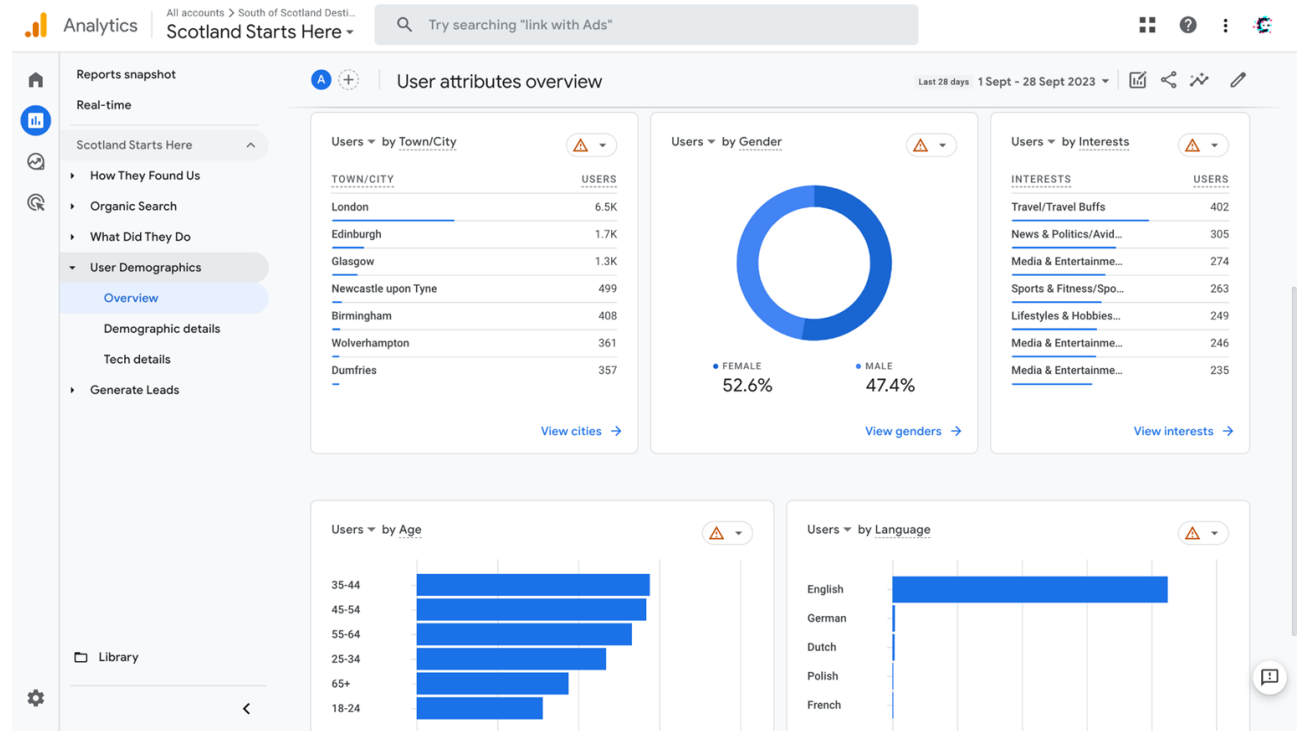
# USER DEMOGRAPHICS OVERVIEW

## What can we see?

- By town/city - not always reliable.
- By gender - fairly even split
- By interests - Travel, sport, lifestyle & hobbies
- By Age - the majority of site visitors are 25+
- By Language - most are viewing the site in English

## How can we use this?

- Create targeted ad groups on Meta & Google
- Influence the type of content we create
- To tell us how to style and phrase our content
- Consider adding languages/translation tools to our site



# INTEREST AND AFFINITIES

## What can we see?

- Two strong recurring themes Activities and Media
- interested in travel, sports, lifestyle, outdoors, hobbies and fitness
- Also love news, media and entertainment
- We also have an engaged demographic who are into homes, gardens and

## How can we use this?

- We know what our audience likes - let's create content that will interest them - what activities can they do in your area?
- We know they like to read and like to be entertained - create blog posts

Analytics | All accounts > South of Scotland Desti... | Scotland Starts Here

Try searching "link with Ads"

Reports snapshot | Demographic details: Interests | Last 28 days | 1 Sept - 28 Sept 2023

Real-time | Scotland Starts Here

How They Found Us

Organic Search

What Did They Do

User Demographics

Overview

Demographic details

Tech details

Generate Leads

Library

Interests	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
1 Travel/Travel Buffs	402	200	451	59.74%	1.12	2m 12s	8,404
2 News & Politics/Avid News Readers/Entertainment News Enthusiasts	305	160	349	59.86%	1.14	2m 16s	6,367
3 Media & Entertainment/Movie Lovers	274	150	313	57.22%	1.14	2m 26s	6,566
4 Sports & Fitness/Sports Fans/Soccer Fans	263	136	293	60.04%	1.11	2m 02s	5,238
5 Lifestyles & Hobbies/Outdoor Enthusiasts	249	115	281	58.06%	1.13	2m 49s	5,659
6 Media & Entertainment/TV Lovers	246	131	288	57.83%	1.17	2m 27s	5,963
7 Media & Entertainment/Light TV Viewers	235	130	276	57.98%	1.17	2m 36s	5,755
8 Home & Garden/Home Decor Enthusiasts	231	126	256	58.45%	1.11	2m 33s	5,308
9 Sports & Fitness/Health & Fitness Buffs	226	114	265	60.23%	1.17	2m 32s	4,955
10 News & Politics/Avid	222	120	250	61.27%	1.12	1m 41s	3,674



# PAGES AND SCREENS

## What can we see?

- This report shows which of our web pages have the most traffic
- How long they stay engaged
- How many events/conversions

## How can we use this?

- Optimise popular pages with CTA's
- Create more content around popular subject like cycling and walking tours
- Create related blog posts, social media content or email campaigns

The screenshot shows the Google Analytics 'Pages and screens' report for 'Scotland Starts Here'. The report displays a table of page paths and their performance metrics over the last 28 days (1 Sept - 28 Sept 2023). The table includes columns for Page path and screen class, Views, Users, Views per user, Average engagement time, Event count, Conversions, and Total revenue.

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	30,465 100% of total	15,083 100% of total	2.02 Avg 0%	1m 11s Avg 0%	166,585 100% of total	1,051.00 100% of total	£0.00
1 /kirkpatrick2c/	2,055	1,428	1.44	1m 02s	10,288	3.00	£0.00
2 /map/	2,013	1,628	1.24	1m 05s	13,152	3.00	£0.00
3 /	1,955	926	2.11	0m 35s	7,957	0.00	£0.00
4 /point-of-interest/caledonia-park/	1,489	1,397	1.07	0m 26s	11,575	345.00	£0.00
5 /swc300/	1,364	1,082	1.26	0m 53s	7,715	1.00	£0.00
6 /kirkpatrick2c/kirkpatrick-c2c-challenge/	876	512	1.71	1m 06s	3,248	0.00	£0.00
7 /kirkpatrick2c/kirkpatrick-c2c-explorer/	737	335	2.20	1m 11s	2,659	0.00	£0.00
8 /all-accommodation/	668	298	2.24	1m 03s	3,018	2.00	£0.00
9 /event/	540	398	1.36	1m 10s	2,373	0.00	£0.00
10 /tour-type/walking/	444	175	2.54	1m 32s	1,454	0.00	£0.00

# ACQUISITION

## What can we see?

- How people find us
- How many from each source
- User conversion rate
- Results for campaign tracking

## How can we use this?

- See if campaigns are working
- If something is giving us quality referrals - like the visitscotland link, consider doing more of this
- Consider more print ads/paid content/articles

The screenshot shows the Google Analytics interface for the 'Scotland Starts Here' account. The main view is 'Source / medium' for the period of 1 Sept - 28 Sept 2023. The table displays traffic acquisition data with columns for Session source/medium, Users, Sessions, Conversions, User conversion rate, and Engaged sessions.

Session source/medium	Users	Sessions	Conversions	User conversion rate	Engaged sessions
1 google / organic	14,663	18,212	1,600.00	8.37%	13,482
2 (not set)	2,986	3,095	382.00	10.52%	0
3 (direct) / (none)	1,810	2,472	175.00	6.57%	1,490
4 visitscotland.com / referral	508	644	135.00	13.19%	521
5 m.facebook.com / referral	449	486	21.00	3.56%	301
6 bing / organic	317	408	50.00	9.78%	328
7 legacy_host / header_redirect	297	373	39.00	9.09%	267
8 lm.facebook.com / referral	280	326	40.00	5.36%	180
9 theguardian.com / referral	198	263	8.00	3.54%	187
10 uk.search.yahoo.com / referral	154	201	21.00	11.69%	148

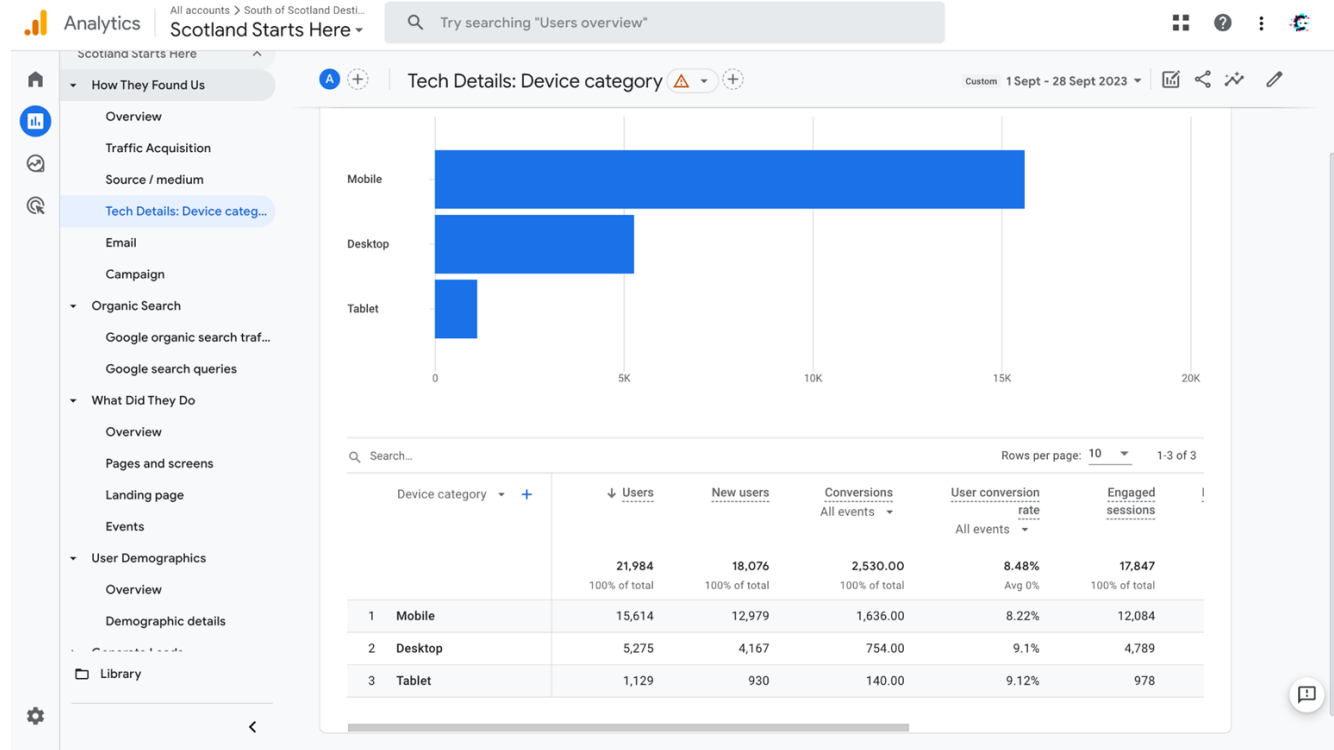
# DEVICES

## What can we see?

- How people view our site
- How many visitors per tech
- Events and conversions
- Majority - mobile

## How can we use this?

- Optimise your site for mobile!
- Create mobile-friendly content such as short videos (TikTok or Reels) or infographics
- Consider offering mobile or online discounts in print ads with QR codes for a quick link.



UTILISING CONTENT FROM  
OTHER SOURCES TO PROMOTE  
YOUR BUSINESS

# WHERE TO START?

## What have we learned from our Analytics?

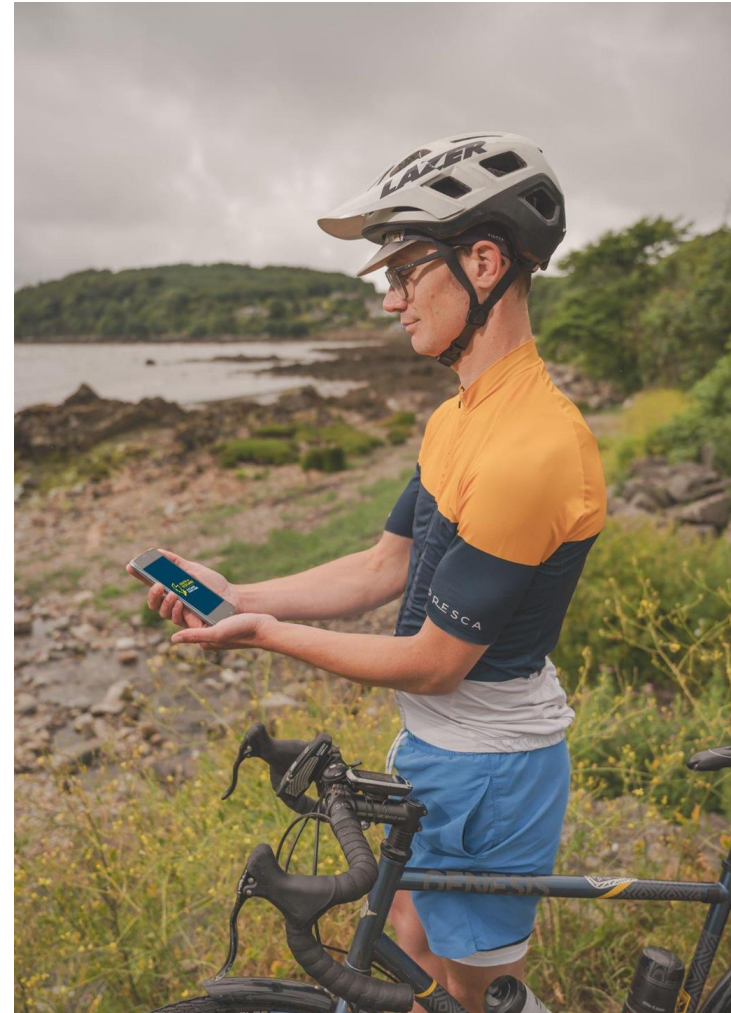
- Audience predominantly from the UK
- Over 25
- Like outdoors, activities, fitness, sport, events and entertainment
- Already looking at our content surrounding C2C and SWC300 tours and guides
- Mostly find us through search engines organically
- Predominantly view on mobile

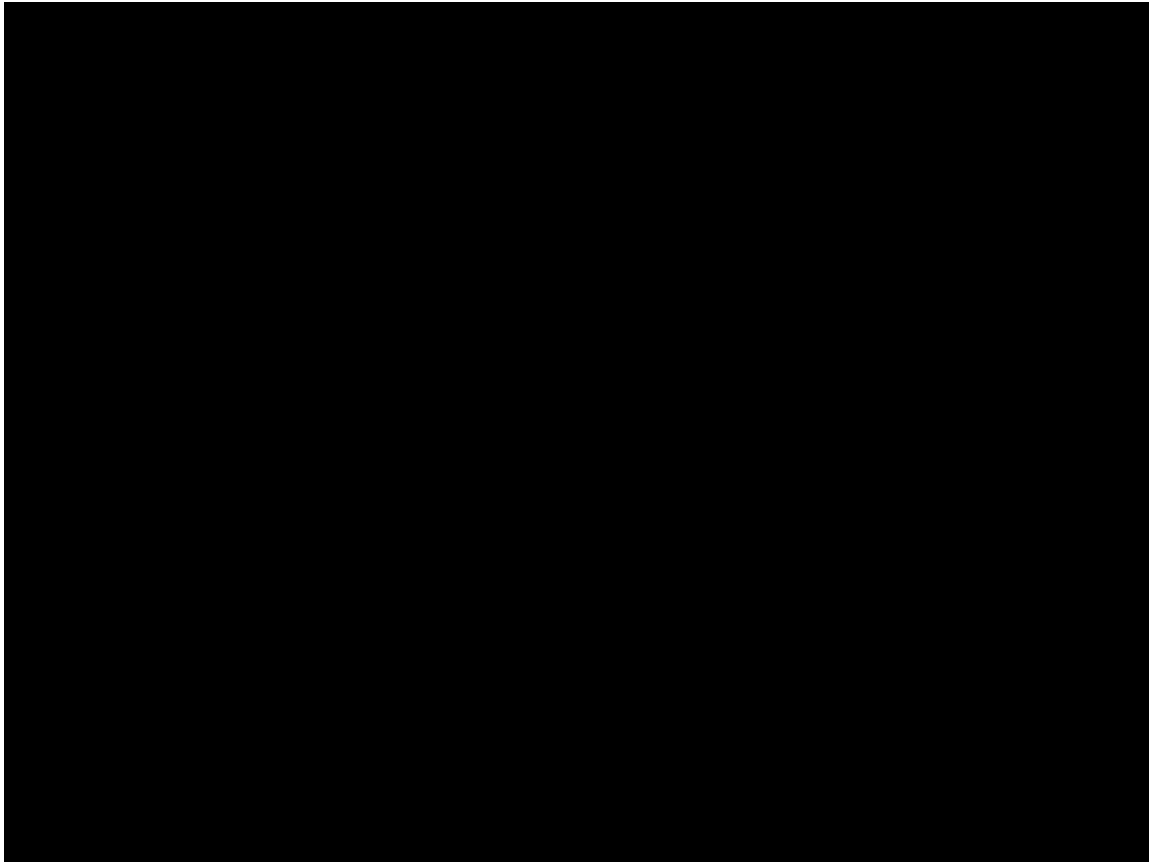
## Who are we and what's our goal?

- For example, we could be a B&B in Castle Douglas looking to increase direct bookings or a coffee shop in Kelso looking to draw in some low-season tourist trade.

## Inspiration - What will we write about?

- Check your competitors or similar businesses you admire or aspire to
- Follow # trends on Instagram, Pinterest, TikTok etc
- The [Scotland Starts Here](#) website is a core resource for members - use it!





# MAKE IT YOUR OWN

Customise and personalise your content using inspiration from SSH and other sources. Based on our analytics data - around events and activities for your guests or visitors.

- Consider offering packages with other local businesses/tour operators
- Create bespoke itineraries
- Write your 'Top 10' things to do in your area
- List your favourite local walks
- Top tips for wild swimming & paddleboarding nearby
- Blog post - best local restaurants (collab opportunity)
- Local cycle and equipment hire (collab opportunity)
- Dog-friendly days out
- Heritage and History experiences/attractions

It can be really helpful to collaborate with other local businesses to create packages and itineraries for your guests, which will, in turn, help to build referrals to your site.

Remember - Research and take inspiration but never direct copy.

Set up event and conversion tracking for your new content to monitor results and find out what works well for your business and your audience.



# USEFUL LINKS

- [Enable Enhanced Measurements](#)
- [Customise GA4 Report Nav](#)
- [Google Campaign URL Builder](#)
- [Setting up custom events](#)

## Sites featured in this deck

- [Scotland Starts Here](#)





## QUESTIONS

Jack Ogston and Amy Gibson, Creatomatic Ltd

[jack@creatomic.co.uk](mailto:jack@creatomic.co.uk)

[amy@creatomic.co.uk](mailto:amy@creatomic.co.uk)