

Certified Digital Marketing Professional

Duration 4 Days



CERTIFIED
DIGITAL & SOCIAL
SALES PROFESSIONAL
digitalmarketinginstitute.com

WHAT WILL YOU LEARN?

By earning this certification, you will be able to:

- Conduct digital research, set business objectives for campaigns and develop a targeted digital marketing strategy
- Build and publish a well-designed and high performing and optimized website aligned to your business goals
- Create and curate compelling and innovative content that drives ROI
- Set up, optimize, create, execute and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat
- Boost your website's organic ranking by optimizing technical on-page and off-page elements
- Create and manage paid search campaigns in Google AdWords and use Google Analytics to measure performance
- Use Google AdWords to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance
- Design effective emails that generate leads, retain customers and inspire evangelists
- Set goals for your business and website, and understand how analytics tools are used to help measurement
- Use owned, accessed, desk, audience, competitor and social listening research to create a how-to guide for all digital marketing activities

COURSE OUTLINE

There are ten comprehensive modules in the course that cover all the disciplines involved in best practice digital marketing:

- **Digital Marketing Foundations**

The Digital Marketing Foundations module will introduce you to conducting digital research, setting business objectives for a digital campaign and preparing the foundations for developing a targeted marketing strategy. It will help you identify the core principles and purposes of digital marketing. It will also explore the buyer's journey process, identify digital channels, the benefits of combining traditional and digital marketing and the principles of 3i methodology.

Through this module you will develop clear and actionable objectives for a digital marketing plan. It will also help you to use digital research and social listening by looking at research concepts, platforms, tools and value the importance of industry and cultural research. On completion, you will recognize how teamwork and roles can contribute to your digital marketing strategy and introduce the PROPEL model as a framework for planning.

- **Website Optimization**

The Website Optimization module will explore how to build and publish a well-designed, high-performing and optimized website that is aligned to your business goals. You will use the key components of web design to design, create and publish an effective website and choose the most suitable hosting option based on budget and business goals.

At the end of the Website Optimization module you know how to improve user experience through A/B testing, mobile-first design and UX and UI optimization. This module will help you understand how to use

your website for insight, tracking, measurement and data capture using metrics and tools.

- **Content Marketing**

The Content Marketing module will enable you to develop the knowledge and skills needed to plan and execute a content marketing strategy in a persona-oriented and data-driven way informed by business objectives, aligned with the buyer journey and overall marketing strategy. You will understand the fundamentals of content marketing and how to develop a strategy by conducting social listening, competitor analysis and content audits. In addition, you will know how to develop target personas and how to select the most suitable CMS for your needs.

- **Social Media Marketing**

The Social Media Marketing module enables you to apply social media concepts and best practices to organic and paid marketing activities to run campaigns that yield ROI and meet business objectives. You will understand the fundamental principles of social media marketing and identify key stages in the buyer's journey. It will also help you identify the most influential social media platforms. This module will help you explore the core features, tools and guidelines for setting up, optimizing and posting on Facebook, Twitter, LinkedIn, Instagram and Snapchat. It will also enable you to build, manage and sustain an active community on these social networks.

- **SEO**

The Search Engine Optimization (SEO) module will enable you to build an organic search marketing strategy that brings the right kind of visitors to your website. It will help you understand how to boost conversions, stand out against competitors and ensure the best possible ROI. You will get to grips with the fundamentals of SEO and set objectives to drive traffic and generate leads. It will also help you build an SEO content plan based on competitive and keyword research.

- **Paid Search**

The Paid Search module will help you understand the fundamentals of paid search, how it differs from organic and the key benefits of both. You will develop the knowledge and skills needed to create and manage paid search campaigns in Google AdWords. In addition, you will know how to optimize paid search campaigns by scheduling ads and setting bid adjustments for audiences, locations, and devices.

- **Display & Video Advertising**

The Display & Video Advertising module will equip you with the technical understanding and skills to build and maintain an effective Display & Video advertising strategy. You will learn about the fundamental concepts of display and video advertising, how to create a YouTube channel, manage video content and identify ad formats available for the Google Display Network and YouTube. You will also learn how to create and manage Display & Video Advertising campaigns in Google AdWords.

- **Email Marketing**

The Email Marketing module will teach you the fundamentals of email marketing and how to strategize your delivery plan to test, optimize and report on the performance of campaigns. This module will help you understand the fundamentals of email marketing and the impact of permissions, mobile, buyer journey and marketing life cycle. It will help you apply the core principles, techniques and actions for developing a high performing email marketing strategy. It will also ensure that you can design effective emails that generate leads, retain customers and inspire evangelists.

- **Analytics**

The Analytics module will help you understand the basic concepts of using analytics in digital marketing from initial set-up to reporting. You will be able to recognize the fundamentals of web analytics to draw actionable conclusions from data and create a Google Analytics account to glean insights about traffic and audiences. Through this module, you will set goals for the business and website learning how to use analytics tools to measure your KPIs and website performance. You will also be able to differentiate between the reporting features for monitoring a digital marketing campaign.

- **Digital Strategy**

The Digital Strategy module uses the PROPEL planning model (Plan, Research, Objectives, Propose, Execute and Learn) to teach you how to design complex, long-term digital marketing strategies that service marketing and commercial objectives. You will learn how to identify the core component of strategy and the benefits of using a PROPEL model. It was also help you establish the foundations of a strategy from requirements to budget and ownership. This module will also enable you to set objectives for clear and measurable KPIs and prepare a strategic plan that incorporates content, search and creative strategies.

WHO IS THIS PROFESSIONAL CERTIFICATION FOR?

- Marketing Executives, Managers, Senior Management
- IT Managers
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

This course benefits various levels of skill and experience, and will empower you to maximize the impact of your marketing through powerful digital tools.