

Certified Digital Marketing Specialist Social Media Marketing



Duration 4 Days

WHAT WILL YOU LEARN?

The Digital Marketing Institute's panel of Subject Matter Experts has specifically structured the syllabus to focus on current trends and best practices in social media marketing.

As well as producing innovative and creative social media strategies, you will learn how to boost brand awareness with content that makes your users want to share, tweet and pin your path to social media success. With the effective analysis of campaign results, you'll be on track to exceed sales targets and advance your career with the latest social media marketing techniques.

WHAT CAN YOU EXPECT?

Through dynamic lectures and case studies, social media experts will take you through the latest techniques for content creation and outreach across all of the core social networks, giving you a practical knowledge of how to create best practice paid and organic social media campaigns. In just 30 hours, you'll be ready to develop and implement a robust social media strategy that fosters trust and increases sales.

PROGRAM CONTENT

▪ Social Research

The Social Research module will introduce you to the key social media concepts and equip you with the research tools and techniques needed to discover everything you need to know about your audience, competitors, cultural and industry trends.

▪ Content Creation

The Content Creation module will introduce the concept of engaging with and acquiring customers using the creation and sharing of content. This module equips you with the knowledge and skills to resource a content management function, to target your audience, select your platform and make use of social listening and competitor analysis.

▪ Content Outreach

You will be introduced to the concept of content seeding and how to use content effectively over multiple social platforms. You will acquire an understanding of how to promote content and the importance of paid promotion for relevant, highly shareable content.

▪ Facebook

The Facebook module provides you with a comprehensive understanding of how Facebook works as a platform for community building, content marketing and brand promotion. You will learn how to use Facebook for Business; This module guides you through the various aspects to Facebook for Business, such as Facebook Ads. You will also be adept in planning and delivering a Facebook Advertising strategy, including KPI monitoring and ongoing measurement.

▪ Twitter

This module equips you with the knowledge of how Twitter operates and the value it represents for

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businesses as a marketing and promotion platform. You will be guided through each step of using Twitter for Business; from customizing your account to building a profile for your business' Twitter page. The Twitter module will also teach you how to target specific demographics when building your following.

- **LinkedIn**

The LinkedIn module gives you a comprehensive understanding of the benefits of using LinkedIn for marketing purposes. You will learn LinkedIn-specific features which will help you to facilitate campaign objectives.

- **Social Apps**

The Social Apps module will give you core insights into the leading app-based platforms; Instagram and Snapchat. Going beyond basic features and vanity metrics, you will learn how to navigate each platform and discover the features that can be leveraged to deliver real measurable results in unique, creative and interactive ways.

- **Social Video**

The Social Video module will introduce you to the concept of social video marketing and its growing importance for today's online consumers. Focusing on YouTube, you will learn how to leverage the creative life cycle for audience development and advertising in order to build sustainable communities for lead generation.

- **Marketing Automation**

The Marketing Automation module aims to empower digital marketers to automate their marketing processes in the areas of lead management, lead generation, lead nurturing, sales enablement, social media marketing automation and customer evangelism.

- **Strategy & Planning**

The Strategy & Planning module will teach you how to devise an all-encompassing social media strategy using the PROPEL strategy model. You will learn how planning, researching, setting objectives, preparation, execution and learning are the key components of a successful social strategy and ROI.

WHO IS THIS PROGRAM FOR?

Social media specialists, enthusiasts, executives or anyone who would like to enhance their digital marketing knowledge base in this area would excel in this program. This certification is suitable for any level of skill or experience and is designed to prepare you to engage specifically with social media marketing within an overall digital marketing domain.