



## Certified Digital Marketing Professional – V8

This program provides an in-depth and comprehensive introduction to the core essentials of digital marketing. Validated by the Digital Marketing Institutes Industry Advisory Council, the learning content is informed and designed by experts and offers learners the opportunity to gain a globally recognised professional certification.

### **Why should I earn this certification?**

Future-proof your career by gaining the latest and most up-to-date digital marketing skills needed to thrive in today's ever-evolving digital economy. By becoming a Certified Digital Marketing Professional, you will be prepared to take up a more evolved role in the overall marketing field and ensure you are equipped with the tools and skills needed to create a cohesive, effective online strategy.

By earning this certification you will be able to conduct digital research, set business objectives for campaigns, establish, develop and optimize digital strategies. You will learn to create and curate content, manage paid and organic campaigns via various social channels, design effective emails and understand how analytics can be used to illustrate a variety of factors.

This certification is ideal for a wide range of professionals including Marketing Executives, Managers, IT Managers and Senior Management. It is also ideal for small business owners or anyone involved in the planning, implementation or measurement of digital strategies, along with anyone keen to pursue a career in digital marketing. Becoming a Certified Digital Marketing Professional will benefit you regardless of your skills or experience and will empower you to maximize the impact of your marketing through powerful digital tools.

### **What will I accomplish?**

Upon successful completion of a 3-hour computer-based examination, candidates will be awarded the world's most widely recognized digital marketing certification.

Certified professionals will gain the confidence needed to create and steer a revenue-generating digital marketing strategy for companies of any size. An internationally recognised certified professional badge will be available for you to display upon on your LinkedIn profile, whilst you will also gain access to the MyDMI membership platform to maintain your skills, network and gain valuable CPD points.

There are ten modules in this program:

1. Introduction to Digital Marketing
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimization)



5. Paid Search (PPC) using Google Ads
6. Display & Video Advertising
7. Email Marketing
8. Website Optimization
9. Analytics using Google Analytics
10. Digital Marketing Strategy

Module Descriptions:

### **1. Introduction to Digital Marketing**

*Lecturer: Phillipe Polman*

The Introduction to Digital Marketing module explores introduces the core principles and purpose of Digital Marketing. It will enable you to develop clear and actionable objectives for a digital marketing plan, gain audience and industry insight by conducting digital research. Whilst also preparing the foundations for a fully integrated 360° digital marketing campaign by connecting with your customers and prospects.

You will gain an understanding of the core principles of digital marketing, developing marketing objectives and exploring with digital research in order to connect with your customers and prospects alike.

### **2. Content Marketing**

*Lecturer: Sean Earley*

The content marketing module will enable you to develop the knowledge and skills to plan and execute a content marketing strategy in a persona-orientated, data-driven way informed by your business objectives, aligned with a buyer journey and fits an overall marketing strategy.

By the end of this module, you will understand the fundamentals of content marketing concepts and strategy. You will be understand how to conduct content research to find opportunities in order to develop clear and actionable objectives for a digital marketing strategy. You will gain the skills needed to initiate a content marketing strategy, whilst also exploring the value of both creating and curating compelling content through a number of different channels.

### **3. Social Media Marketing**

*Lecturer: Kirsten Shine*

The social media module introduces the key social media platforms for digital marketing and demonstrates how to set up a social media experience for a business. You will discover techniques and best practices for growing and engaging a social media audience.



Through this module you will learn how to apply social media concepts and best practices to both organic and paid marketing activities. This will teach you to run campaigns that yield a positive ROI across a variety of platforms. You will understand the fundamental principles of social media marketing and be able to identify key stages in the buyer's journey. Alongside this, you will learn about the value of reporting on data from social media platform analytics tools and utilize it to inform future campaign objectives.

#### **4. SEO (Search Engine Optimization)**

*Lecturer: Joe Williams*

The SEO module will enable you to build an organic search marketing strategy that brings the right kind of visitors to your website. You will learn how to boost online conversions, stand out in the fiercely competitive online marketplace and protect a positive ROI.

Through the SEO module you will gain an understanding of the fundamentals of SEO, how it differs from paid search, be able to set SEO objectives, build an SEO content strategy and boost your websites organic search ranking using a range of technical elements.

#### **5. Paid Search (PPC) with Google Ads**

*Lecturer: Cathal Melinn*

The paid search module will help you understand the fundamentals of paid search, how it differs from organic search methods and the key benefits of both. You will develop the knowledge and skills needed to create and manage a paid search campaign in Google Ads.

Alongside this, you will learn to optimize paid search campaigns, and explore how to measure the effectiveness of paid search campaigns using Google Ads and Google Search Console.

#### **6. Display & Video Advertising**

*Lecturer: Lisa Dunn*

The display and video advertising module will equip you with the technical understanding and skills to build and maintain an effective display and video advertising strategy. As part of this, you will learn how to create a YouTube channel, manage video content and identify ad formats available within the Google Display Network and YouTube.

Furthermore, you will learn how to apply targeting, re-marketing and a bidding strategy to your campaigns before analysing their effectiveness by pulling reports detailing the most important metrics available.



## **7. Email Marketing**

*Lecturer: Andrea Francis*

The Email Marketing module will teach you how to construct and deliver an effective email marketing campaign. You will learn the fundamentals of email including the concepts of segmentation, personalization, timing and engagement. What's more, you will also gain valuable insight into the legislation and regulations surrounding data protection underpinning an effective email marketing strategy.

Upon completion of this module, you will be able to 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.

## **8. Website Optimization**

*Lecturer: Kelsey Jones*

The website optimization module will teach you how to build and publish a well-designed, high performing and optimized website that is aligned to your business goals. You will be guided through the key components of web design to design, create and publish an effective website and choose the most suitable hosting option based on your budget and business objectives.

Through this module you will gain insight into the importance of optimization, be able to identify the principles of good web design and realise how to attract potential customers with effective content and copy. This module will help you to understand how to use your website for insight, tracking, measurement and data capture using various metrics and tools.

## **9. Analytics with Google Analytics**

*Lecturer: Bryan Kam*

This module will teach you the basic concepts of web analytics in digital marketing and the legal responsibilities and best practices concerning data collection, consent and privacy. You will be able to recognise the fundamentals of web analytics to draw actionable conclusions from data and gain insight into traffic and audiences. With this, you will be able to set goals for a business website and know how analytical tools can measure these goals.

By the end of this module, you will be able to conduct analysis and iteration of campaigns by tracking and assessing conversions, reporting technical performance and reviewing KPIs.

## **10. Digital Marketing Strategy**



*Lecturer: Jessica Preddy*

The digital marketing strategy module sets out the core components of an effective strategy. Whilst at the same time teaching you, in a systematic fashion, how to design complex, long-term digital marketing strategies that service both marketing and commercial objectives.

This module will enable you to set objectives for clear and measurable KPIs and prepare a strategic plan incorporating content, search and creative strategies. You will learn how to develop a media plan with a structured approach to budgeting, resource allocation and channel selection.