digital
marketing
institute

Certified Digital Marketing Specialist – Social Media Marketing

STUDENT HANDBOOK

CERTIFIED DIGITAL MARKETING SPECIALIST

Introduction to the

Certified Digital Marketing Specialism – Social Media Marketing Program

CERTIFIED DIGITAL MARKETING SPECIALISM – SOCIAL MEDIA MARKETING

Welcome and thank you for choosing the Digital Marketing Institute's Certified Digital Marketing Specialist program in Social Media Marketing.

This learning program covers topics on planning, executing, managing, and reporting on social media campaigns. The program goals include deepening the learner's knowledge of key social media marketing channels and platforms, including Facebook, LinkedIn, Twitter, Instagram, YouTube, and Snapchat. It also provides practical knowledge and applicable skills covering the critical procedures and best practices associated with running a successful social media campaign. As such, this program is primarily aimed at participants who are already familiar with the foundational digital marketing principles and key digital marketing tools.

By taking this program with the Digital Marketing Institute, you will develop the practical, hands-on skills required to implement successful multi-channel digital campaigns and will understand how to build an actionable social media marketing strategy to help drive success for your business.

This Student Handbook serves as a supplementary study resource and provides an overview of the course modules, including all of the lesson goals and learning objectives that are covered in each module of the program.

Introduction to the Digital Marketing Institute

The Digital Marketing Institute was established in 2008. We specialize in Digital Marketing and Digital Selling learning programs and to date have over 41,000 members across six continents. More than 17,500 of our members have proven their professional competency by passing one of our certification exams. 93% of our past students would recommend our programs to a friend or colleague. Our syllabus is validated by the world's leading digital brands and agencies. Programs are taught by expert practitioners currently working in digital marketing or digital selling, and your learning will be shaped by their practical experiences.

The Global Industry Advisory Council

The Global Industry Advisory Council is an industry-based working group, which helps to define and validate the Digital Marketing Institute's industry-leading programs and their underlying syllabus. The Council consists of industry giants including Google, Twitter, Facebook, LinkedIn, IBM, Vodafone, The Coca Cola Company, and many more.

Syllabus Validation

The Council supports syllabus content by ensuring its technical accuracy, currency, and clarity, and by providing a sharp, global focus on the needs of the industry, the most current industry thinking, and best practice in this fast-paced, ever evolving sector. The Council also ensures that each program is supported by a sufficient number of case studies, tools, and practical resources. In addition, the Council provides input on the relevant and in-demand skills and competencies required to perform effectively as a digital marketer and to help organizations achieve success in a global digital economy.

PROGRAM AND EXAM
INFORMATION

CERTIFICATION AND EXAM INFORMATION

To successfully complete the program and become a Certified Digital Marketing Specialist, you need to complete a 2-hour computer-based examination. All Digital Marketing Institute examinations are delivered through a network of authorized test centers. You have 24 weeks from your course end date to take your exam. Please note this date cannot be extended.

We suggest you schedule your exam 4 – 6 weeks after completing the program as this provides you with an opportunity to re-sit the exam, if necessary, by week 24. You have a maximum of 3 attempts to take the exam. It is the responsibility of each student to book their exam within the correct time frame. Early booking of the exam is advised to ensure availability at your preferred test center.

Upon successful completion of the exam you will receive a digital certificate confirming your Certified Digital Marketing Specialist qualification. Please be mindful that you are responsible for familiarizing yourself with the exam process and all relevant exam information. The Support home page for your program provides exam details, further information, and answers to the most frequently asked questions.

PROGRAM STRUCTURE AND COMPONENTS

To succeed in this program, you need to invest your time in three main areas:

1	2	3
Module Videos	Self-directed Learning	Exam

Module Videos

The program of formal learning comprises 10 individual modules that reflect core topics and key disciplines in Social Media Marketing. Each module includes a mix of video and interactive learning, comprising 3 hours, approximately, of formal learning delivered by an expert practitioner. We recommend that you carefully plan your study periods so that you invest sufficient time watching the videos, participating in the interactive content, and then checking your progress regularly using the numerous quizzes as interactive study and revision tools.

Self-directed Learning

In addition to the modules, we have provided a range of additional resources to supplement your knowledge, to enable you to practice your skills, and to engage in further self-directed learning. The resources for each module include slide decks, detailed Study Notes, a digital marketing glossary, and a curated list of "Bonus Content" that includes links to a series of toolkits, templates, webinars, and additional industry-relevant reading. Most modules also include a set of Practical Exercises to provide additional opportunities to practice your learning and to assess your progress. We recommend that for each 3-hour module you allocate an additional 2.5 – 3 hours to facilitate self-directed learning, practice, and further reading or study.

To make best use of the additional learning resources, we recommend that you:

1. Review all of the "Bonus Content" including links to tools, templates, and webinars
2. Interact with your classmates in the course forum by sharing your insights and questions
3. Complete the Practical Exercises to check your ability to apply your learning to "real world" social media marketing tasks
4. Visit the Digital Marketing Institute's Membership library for a wide range of additional templates, case studies, and current industry thinking related to the modules in this program

Interactive Quizzes

This program includes an extensive collection of interactive online quizzes, which you can access at any time. The interactive quizzes are not assessed, nor will they contribute to your overall grade for this program. Their primary purpose is to encourage regular practice and to enable you to check knowledge and progress frequently during your course of study. They provide instant feedback on your answer choices to reinforce learning, which can assist learning retention over time. We strongly recommend that

you attempt each of the quizzes in all modules and then also re-take them periodically as a revision tool to help further embed the learning. Regularly taking and retaking the quizzes during your formal study period and before you take an exam is a proven method for retaining new learning, or memorizing, and for aiding the process of learning retrieval, or remembering, after you've completed your initial period of study.

Slides and Study Notes

A downloadable slide deck for each module in the program is included as an additional resource to support learning delivery and to aid study and revision. It is important to note that the slides are not intended to replace the videos or interactive learning but are supplementary to them. The program also includes downloadable Study Notes that detail all of the instruction covered in each module. Together, the slides and Study Notes provide an effective study and revision resource for students to use before taking the exam.

Practical Exercises

A series of Practical Exercises are included in the program as an additional learning resource and study aid. Like the quizzes, Practical Exercises are not assessed and don't contribute to your overall grade for this program. They are an optional activity to enable you to check your deeper understanding of key social media marketing tasks, activities, and procedures and to demonstrate your understanding through practical application of skills. These exercises are designed as a series of inter-related structured activities that provide an opportunity for you to integrate your learning from each module and apply it to fulfill a targeted, practical social media marketing goal.

Preparing for the Exam

To achieve certification as a Certified Digital Marketing Specialist, you must successfully complete a 2-hour computer-based exam. Here are some tips for exam preparation:

1. Review the slides and Study Notes, and allow extra time for any topics that you find complex or difficult
2. Make your own study notes and refer back to them frequently
3. Use the online interactive quizzes and practical exercises as a revision tool and frequently retake them to check your progress and practice what you have learned
4. Watch the 'Pearson Test Centers – What to Expect' video
5. Review the Exam and Exam Booking information in the Support home page

Social Research

SOCIAL RESEARCH

The Social Research module introduces key social media concepts, including the Digital Marketing Institute's 3i Principles for successful digital marketing, and the role and responsibilities of the social media marketer. It then dives into the topic of social research and explains its importance to digital marketers. It equips marketers with the research tools and techniques needed to engage in effective audience research, competitive and industry research, and cultural research. It also explains how marketers can gain valuable insights from their research data.

1. Gaining Insight with Social Research

Lesson Goal: To understand the importance of social research to a digital marketer

Learning Objectives

After completing this lesson, you will be able to: -

- Distinguish between the principles of the DMI 3i Methodology
- Identify the key activities that a social media marketer undertakes
- Recognize the benefits of social research to a social media marketer
- Identify the key areas on which social research should be focused
- Identify the key elements to consider when establishing brand capabilities and goals

2. Audience Research and Listening Tools

Lesson Goal: To understand the importance of audience research to a digital marketer

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize how to narrow a community of interest
- Use analytics tools to learn more about your audience
- Use social intelligence tools to learn more about your audience
- Use social listening tools to learn more about your audience
- Identify key concepts underlying the attitudes and behaviors of an audience

3. Competitive and Industry Research

Lesson Goal: To understand the importance of competitive research to a digital marketer

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the types of insights that competitive research can provide for digital marketers
- Distinguish between the competitive research tools you can use to learn more about your competitors
- Recognize the value of conducting a gap analysis on a competitor's behavior
- Recognize signals that indicate industry trends are changing
- Identify tools for conducting industry trend research

4. Cultural Research Tools

Lesson Goal: To understand the importance of cultural research to a digital marketer

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the key components of cultural research
- Identify tools for conducting cultural research

5. Data Analysis and Strategy

Lesson Goal: To derive valuable insights from research data

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize how to derive valuable insights from your research data
- Identify the core components of a strategic statement

Content Creation

CONTENT CREATION

This module introduces the concept of engaging with and acquiring customers using the creation and sharing of content. It explains how to choose the right content for your customers – and how to ensure it gets seen by them. It outlines the different content formats available on social media channels and helps you identify which platform best suits your content. It also identifies best practices for scheduling your content, and equips you with the knowledge to devise and execute your own content creation strategy.

1. Content Planning

Lesson Goal: To recognize key considerations when planning to create content on social media

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the benefits of content marketing
- Sequence the steps for creating social media content
- Recognize the characteristics of paid content on different social media platforms
- Recognize best practices for dealing with a brand crisis on social media

2. Content Formats

Lesson Goal: To distinguish between the different content formats available on social media channels

Learning Objectives

After completing this lesson, you will be able to: -

- Identify which platform best suits your content
- Distinguish between B2B content and B2C content
- Recognize how you can optimize your blog
- Identify the key considerations when using influencer marketing
- Identify the best practices when using videos
- Distinguish between the video content marketing features available on different social media channels
- Recognize the key considerations when using ebooks and whitepapers
- Identify the benefits of infographics

- Recognize the key considerations when using images
- Recognize the characteristics of high quality podcasts
- Recognize the advantages and limitations of user-generated content
- Differentiate between the advantages and limitations associated with accessing influencer channels
- Differentiate between the functions of key content creation tools

3. Content Scheduling

Lesson Goal: To use best practices for scheduling content on social media

Learning Objectives

After completing this lesson, you will be able to: -

- Identify how to create a content calendar
- Recognize best practices for using content calendars
- Recognize the best frequency for posting different types of content
- Recognize best practices for using paid and fixed social buying

4. Content Strategy

Lesson Goal: To implement an effective content strategy on social media

Learning Objectives

After completing this lesson, you will be able to: -

- Sequence the steps in the process for developing an effective content strategy
- Distinguish between the metrics for measuring the success of a content strategy
- Recognize the key considerations when selecting a social media platform
- Recognize best practices for addressing brand concerns on social media
- Distinguish between the different tools you can use to analyze competitors
- Distinguish between the different tools you can use to audit your content
- Recognize best practices for scheduling social media content
- Identify tactics to ensure your content strategy is agile

Content Outreach

CONTENT OUTREACH

This module begins by introducing the concept of content seeding and provides insight into how to use content effectively over multiple social platforms. It then looks at the different ways you can promote your content on social media, covering audience profiling, blogging, influencer, and word-of-mouth marketing. It equips you with the tools and techniques needed to analyze the effectiveness of your content, and helps you form a solid content outreach strategy.

1. Content Seeding

Lesson Goal: To use best practices to seed content effectively

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize best practices to follow when seeding content
- Differentiate between the tasks at each stage of the content seeding cycle
- Distinguish between the benefits of organic content seeding and paid content seeding

2. Content Promotion and Optimization

Lesson Goal: To promote content effectively on social media

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between the paid content promoted on different social media platforms
- Differentiate between the paid promotion options available with different social media platforms
- Distinguish between the owned promotion tactics available using social media
- Recognize best practices for using earned promotion
- Distinguish between the tactics used to help define an audience
- Recognize the impact that smartphone use has had on content creation
- Identify methods for optimizing your content
- Recognize best practices for using influencer marketing
- Recognize best practices for using Word of Mouth Marketing
- Identify key tactics when using blogger outreach

- Distinguish between the features of the main social bookmarking sites
- Recognize best practices for resourcing your social media efforts
- Recognize a desirable skill set for a content marketer

3. Content Analysis

Lesson Goal: To measure the effectiveness of content on social media

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the characteristics of effective objectives
- Recognize the benefits of social tracking
- Differentiate between the metrics used to analyze content on different social media platforms
- Recognize how Google Analytics can enable you to track your social media marketing

4. Content Strategy

Lesson Goal: To implement a content promotion strategy using social media

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the key considerations when planning a content promotion strategy
- Recognize key considerations when segmenting an audience

Facebook

FACEBOOK

This module focuses on Facebook and how the platform's features can be leveraged by digital marketers to develop a successful marketing strategy. It begins by describing how Facebook works as a platform and outlines the Facebook terminology marketers need to be familiar with. It then provides best practices for setting up a Facebook Page and creating Facebook Page Posts. It goes on to cover the different platform features on Facebook and explains how to use the Facebook Ads platform effectively. Finally, it provides you with the knowledge to plan and deliver a Facebook advertising strategy, and to analyze its performance.

1. Introduction to Facebook Marketing

Lesson Goal: To understand the fundamentals of Facebook and its value to marketers

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the benefits of using Facebook in a marketing campaign
- Distinguish between key terminology related to marketing on Facebook

2. Setting Up a Facebook Page

Lesson Goal: To set up a Facebook Page to promote a business

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the best practices for setting up a Facebook Page
- Identify the purpose of a Facebook News Feed
- Identify the best practices for creating and optimizing Facebook Page Posts
- Identify techniques to promote a Page on Facebook
- Distinguish between the key concepts underlying Page management on Facebook
- Identify the benefits of using Facebook Business Manager

3. Facebook Platform Features

Lesson Goal: To use and optimize the different platform features on Facebook

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the channel-specific features available to publishers on Facebook
- Recognize effective ways to use 360 photos and videos in a Facebook marketing campaign
- Recognize the factors to consider when using Facebook Live as part of a marketing campaign
- Recognize the factors to consider when using Events as part of a Facebook marketing campaign
- Recognize the factors to consider when using Milestones as part of a Facebook marketing campaign
- Recognize the factors to consider when using branded content as part of a Facebook marketing campaign
- Recognize the factors to consider when using Messenger as part of a Facebook marketing campaign

4. Facebook Advertising

Lesson Goal: To use best practices to leverage the Facebook Ads platform effectively

Learning Objectives

After completing this lesson, you will be able to: -

- Distinguish between the three levels used when developing a Facebook Ad campaign
- Identify best practices to enhance your brand awareness activities on Facebook
- Differentiate between different audience types on Facebook
- Use Audience Insights to derive insights on your Facebook audience
- Recognize how to use Facebook Ads Manager to build effective ad campaigns
- Recognize how to set up a Canvas in Ads Manager
- Recognize the benefits of using Facebook Campaign Planner
- Distinguish between the key advertising policies on Facebook

5. Facebook Campaign Execution and Analysis

Lesson Goal: To create a successful strategy for Facebook ads and to report effectively on Facebook campaigns

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the key components of a Facebook Ads strategy
- Recognize how ad auctions work on Facebook
- Recognize the key elements that affect ad delivery on Facebook
- Differentiate between the various metrics that can be reported on in Facebook Ads Manager

Twitter

TWITTER

This module begins by describing the value to digital marketers of using Twitter and by outlining the key Twitter terminology that marketers need to be familiar with. It goes on to show how to set up and customize a Twitter account, and how to take advantage of the platform's key features. It teaches you how to use Twitter Ads Manager to run campaigns and outlines the different ad formats available on Twitter. Finally, it provides you with the knowledge to leverage Twitter Analytics to analyze and optimize your Twitter campaigns.

1. Introduction to Twitter

Lesson Goal: To identify the basic concepts that you need to understand when using Twitter

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the benefits of using Twitter in your digital marketing campaigns
- Differentiate between key terms used on Twitter

2. Twitter Setup and Features

Lesson Goal: To set up an effective Twitter account and take advantage of its key features

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between the platform features of Twitter
- Recognize best practices for setting up and customizing a Twitter account
- Identify different ways you can organically gain followers on Twitter
- Recognize best practices for managing your Twitter community
- Recognize how to effectively use hashtags in your Twitter content
- Recognize best practices for publishing tweets on Twitter
- Recognize how to use Periscope to create an engaging live stream on Twitter

3. Twitter Ads Manager and Campaigns

Lesson Goal: To use Twitter content to advertise a brand

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize how Twitter's Ads Manager can help you promote your business
- Restrict access to your Twitter account
- Distinguish between the different ad formats available on Twitter
- Distinguish between the different Twitter campaign types and their objectives
- Differentiate between the Twitter campaign targeting options based on their associated tactics
- Recognize the benefits of each bidding model used in Twitter ad auctions
- Set up a Twitter campaign

4. Twitter Campaign Analysis and Optimization

Lesson Goal: To analyze the performance of a Twitter account and optimize it based on this data

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between the functions of the Twitter Analytics tools
- Recognize best practices for optimizing different parts of your Twitter campaign

LinkedIn

LINKEDIN

This module focuses on LinkedIn and shows how you can use the platform to build and develop professional connections with your target audience. You learn how to use LinkedIn-specific features, such as Company pages and Showcase pages, to build your company presence on the platform. The module goes on to cover the different ad formats available on LinkedIn, such as Text ads, Sponsored ads, Sponsored InMails, Display ads, and Dynamic ads, and outlines best practices for advertising on the platform. Finally, it teaches you how to use analytics with LinkedIn to measure the success of your campaigns.

1. Introducing LinkedIn for Marketers

Lesson Goal: To recognize the core concepts that LinkedIn is built upon

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the benefits of using LinkedIn in your digital marketing strategy
- Identify best practices for getting the most out of your LinkedIn marketing campaign
- Distinguish between the LinkedIn platform features available to support marketing campaigns
- Distinguish between the different types of Premium accounts you can use in LinkedIn marketing campaigns

2. LinkedIn Platform Features

Lesson Goal: To use LinkedIn's platform features to build a company presence on LinkedIn

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the information that is contained in the different sections of a LinkedIn company page
- Recognize how to create a Showcase page
- Recognize the best practices for LinkedIn posts
- Recognize the best practices for engaging with a LinkedIn group
- Set up a LinkedIn group
- Differentiate between the different plugins available for LinkedIn campaigns

- Recognize best practices for using influencers in your LinkedIn campaign

3. Advertising with LinkedIn

Lesson Goal: To use best practices for advertising on LinkedIn

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between the different ad formats available on LinkedIn
- Recognize the benefits of using a content calendar
- Identify best practices for using text ads
- Recognize how to run a successful campaign using Sponsored ads on LinkedIn
- Recognize best practices for using video in Sponsored ads on LinkedIn
- Recognize best practices for using Display ads on LinkedIn
- Recognize best practices for using Sponsored InMails on LinkedIn
- Identify the objective of dynamic ads on LinkedIn
- Recognize the benefits of lead generation forms
- Set up a lead generation form
- Differentiate between the different targeting options available on LinkedIn
- Identify the different components of a LinkedIn advertising strategy
- Identify best practices for a LinkedIn marketing campaign

4. LinkedIn Campaign Analytics

Lesson Goal: To measure the performance of LinkedIn marketing campaigns

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the different types of data you can extract using LinkedIn Analytics
- Recognize the different types of conversions you can track using LinkedIn Analytics
- Recognize the different metrics you can track using LinkedIn Campaign Manager

Instagram and Snapchat

INSTAGRAM AND SNAPCHAT

This module dives deep into the leading app-based platforms, Instagram and Snapchat. It begins by outlining the benefits of using social apps in your campaigns. Then, it teaches you how to navigate the key features of Instagram and Snapchat, and how to create fully optimized posts on both platforms. Next, it provides best practices for managing Instagram and Snapchat accounts effectively and covers how to run engaging ad campaigns on each platform. Finally, it provides you with the knowledge to analyze performance on each channel using analytics tools.

1. Introducing Social Apps for Marketing

Lesson Goal: To recognize the benefits of using different social apps in your social media marketing strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the benefits of using social apps in your social media marketing campaign
- Distinguish between Instagram and Snapchat
- Identify the key considerations when using Instagram in your campaign
- Identify the key considerations when using Snapchat in your campaign

2. Instagram Features

Lesson Goal: To recognize how to use the features available in Instagram effectively

Learning Objectives

After completing this lesson, you will be able to: -

- Distinguish between the basic features and functions of Instagram
- Identify best practices for taking photos using Instagram
- Identify best practices for writing captions for Instagram content
- Identify the components of an effective Instagram video
- Identify the components of an effective Instagram Story
- Identify the components of an effective Instagram Live post

3. Snapchat Features

Lesson Goal: To recognize how to use the features available in Snapchat effectively

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the key considerations when using snaps
- Recognize what different Snapchat icons mean
- Identify best practices for creating a Snapchat story
- Recognize the basic features of Snapchat
- Distinguish between the types of geofilter available in Snapchat
- Recognize how Lens Studio can enhance your Snapchat content

4. Instagram Account Management

Lesson Goal: To manage an Instagram account

Learning Objectives

After completing this lesson, you will be able to: -

- Distinguish between the different types of Instagram accounts
- Recognize best practices for setting up an organic account
- Recognize best practices for growing and managing your Instagram community

5. Snapchat Account Management

Lesson Goal: To manage a Snapchat account

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the different ways you can grow your Snapchat audience

6. Instagram Advertising

Lesson Goal: To use Instagram to advertise a brand

Learning Objectives

After completing this lesson, you will be able to: -

- Identify key considerations when advertising on Instagram

- Differentiate between the ad types available on Instagram
- Distinguish between examples of objectives associated with different stages of an Instagram campaign
- Recognize best practices for buying ads on Instagram
- Create an Instagram ad

7. Snapchat Advertising

Lesson Goal: To use Snapchat to advertise a brand

Learning Objectives

After completing this lesson, you will be able to: -

- Distinguish between the ad options available in Snapchat
- Distinguish between the elements of 3V advertising using Snapchat
- Recognize Snapchat's three-level campaign structure
- Distinguish between the SnapAds available in Snapchat
- Create a geofilter for a Snapchat ad
- Identify key considerations when using Sponsored Lenses in Snapchat
- Differentiate between the targeting options available in Snapchat
- Use Snapchat Ad Manager to set up your campaign

8. Instagram and Snapchat Analytics

Lesson Goal: To evaluate Instagram and Snapchat content using analytics

Learning Objectives

After completing this lesson, you will be able to: -

- Identify best practices for evaluating Instagram content using analytics
- Identify best practices for evaluating Snapchat content using analytics

YouTube and Social Video

YOUTUBE AND SOCIAL VIDEO

This module introduces the concept of social video marketing, focusing on YouTube. It begins by outlining the benefits of incorporating social video into your marketing campaigns, and provides best practices for doing so. It then teaches you how to set up, customize, and manage a YouTube channel, and how to use the platform's features effectively. It also teaches you how to use enhancement features to improve your video content. Finally, it provides you with the tools and knowledge you need to build an audience for your videos, and to use YouTube Analytics to measure their performance.

1. Introduction to Social Video

Lesson Goal: To recognize how to use social video in your marketing campaigns

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the benefits of using social video in your marketing campaigns
- Recognize best practices for using video in your marketing campaigns
- Distinguish between the different types of social video

2. YouTube Setup

Lesson Goal: To set up a YouTube channel

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize why you should set up a YouTube channel
- Differentiate between the main features of the YouTube platform
- Sequence the steps for setting up a YouTube channel
- Recognize best practices for uploading a video to your YouTube channel
- Identify different ways to promote your channel
- Distinguish between the main features of Creator Studio
- Recognize best practices for enhancing your video

3. YouTube Creative Strategy

Lesson Goal: To implement an effective creative strategy for a YouTube channel

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the creative fundamentals of YouTube video in action
- Use best practices at each stage of the creative life cycle
- Differentiate between the native video formats that are popular on YouTube
- Recognize best practices for interacting with your online community

4. Building an Audience with Video

Lesson Goal: To build an online audience using video

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize why watch time is an essential metric
- Recognize best practices for optimizing your video content to make it more discoverable
- Recognize best practices for using annotations in your videos
- Recognize best practices for scheduling videos
- Recognize the steps you can take to build an audience for your videos

5. Video Advertising and Analytics

Lesson Goal: To use advertising and analytics to enhance the performance of videos

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize how content is monetized on YouTube
- Distinguish between the ad formats available on YouTube
- Sequence the components of a paid YouTube campaign
- Recognize the different lead-generation tactics you can use on YouTube
- Distinguish between the types of leads and the videos they typically consume at different stages of the purchase funnel
- Recognize the benefits of using video in email marketing
- Recognize the differences between Google Analytics and YouTube Analytics
- Identify different third-party tools for analyzing video performance

- Recognize best practices for handling copyright issues in video marketing

Social Customer Service

SOCIAL CUSTOMER SERVICE

This module introduces the concept of social customer service and highlights the social channels that are most often leveraged for this activity. It provides you with best practices you can follow to create and implement a robust social customer service strategy – and to manage it effectively. It also provides best practices for measuring customer satisfaction with the social customer service they receive, and for training social customer service agents. Finally, you learn how to build, grow, and maintain online support communities.

1. Social Customer Service Strategy

Lesson Goal: To plan and begin implementing a social customer service strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Identify best practices to follow when engaging in social customer service
- Identify how social channels can enable customer service
- Identify key components of a social customer service strategy
- Match key customer service stakeholders with their responsibilities
- Distinguish between the different types of customer journey map
- Identify best practices when implementing a customer service plan

2. Managing Social Customer Service

Lesson Goal: To manage the implementation of a social customer service strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between the benefits of different social customer service models
- Recognize the factors determining which contact type to use in social customer service
- Differentiate between the benefits of different workflow models
- Identify best practices for using process automation
- Recognize best practices for documentation management
- Identify key indicators of a social media crisis
- Recognize best practices for dealing with a social media crisis

3. Social Customer Service Metrics and Performance

Lesson Goal: To evaluate the performance of a social customer service strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between the two main categories of metrics used in social customer service
- Recognize best practices for measuring customer satisfaction with social customer service
- Identify the benefits of categorizing social media conversations
- Identify to whom you should report social customer service metrics
- Distinguish between the different types of social media management systems based on the benefits they offer
- Sequence the phases involved in integrating your social customer service systems
- Recognize the key characteristics of an effective social media management system account manager
- Identify best practices when training social customer service agents

4. Social Community Management

Lesson Goal: To understand the role of P2P communities in social customer service

Learning Objectives

After completing this lesson, you will be able to: -

- Identify best practices for interacting with P2P communities
- Recognize how you can encourage people to contribute to P2P communities
- Recognize how to monitor the quality of P2P community content

Strategy and Planning

STRATEGY AND PLANNING

This module teaches you how to create an all-encompassing social media marketing strategy. It starts by providing best practices for planning and conducting research into your strategy, and covers topics such as owned research, accessed research, desk research, audience research, competitor research, and social listening. You learn how to set measurable objectives and KPIs for your strategy, and how to analyze and track your activities. Finally, you learn how to build and execute your strategy, and how to measure its impact and performance.

1. Planning Social Media Strategy

Lesson Goal: To plan a social media marketing strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Distinguish between the four key components of a social media marketing campaign
- Recognize the purpose of a social media audit
- Recognize best practices when planning a social media strategy
- Recognize the benefits of using a resources map
- Recognize how to split your budget between creative and media spends
- Distinguish between the structure of typical social media teams according to the size of a given organization

2. Conducting Social Strategy Research

Lesson Goal: To conduct research for a social media marketing campaign

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the benefits of using a research map
- Differentiate between the different types of owned research
- Recognize the benefits of using accessed research
- Recognize how to ensure the accuracy of desk research
- Recognize the tools you can use to conduct audience research
- Identify the benefits of competitor research
- Identify what you can learn from social listening

- Identify the key information you should include in a strategy brief

3. Setting Objectives and Social KPIs

Lesson Goal: To set measurable objectives for a social media marketing campaign

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize examples of effective SMART goals for a social media strategy
- Differentiate between the types of KPIs used for evaluating social media marketing strategy
- Recognize best practices to apply when analyzing data
- Identify tools that can help you track your data
- Recognize the responsibilities of different departments when implementing a social media marketing campaign
- Recognize best practices for reviewing your social media marketing strategy

4. Building a Social Strategy

Lesson Goal: To build a social strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize an effective overarching social media marketing strategy
- Recognize the characteristics of an effective social media content strategy
- Identify the key considerations when planning creative content
- Recognize best practices for developing assets for your creative strategy
- Identify the benefits of using a media plan

5. Executing a Social Strategy

Lesson Goal: To execute a social media marketing strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between the main social media channels based on the key considerations for managing them

- Differentiate between the main social media channels based on their paid social advertising options
- Recognize best practices for monitoring the performance of your social media marketing campaign
- Identify different social media integration strategies

6. Measuring and Reporting on Social Strategy

Lesson Goal: To learn lessons and improve performance in social media marketing strategy

Learning Objectives

After completing this lesson, you will be able to: -

- Identify key areas where you can improve the performance of your social media campaign
- Identify best practices for measuring the success of your social media marketing campaign

A FINAL WORD

We would like to take this opportunity to thank you for choosing to study with us. We hope you enjoy the Certified Digital Marketing Specialist program in Social Media Marketing and wish you every success as you progress through the learning materials.

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