Certified Digital Marketing Professional

STUDENT HANDBOOK

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Introduction to the

Certified Digital Marketing Professional Program

THE CERTIFIED DIGITAL MARKETING PROFESSIONAL PROGRAM

Welcome and thank you for choosing the Digital Marketing Institute's Certified Digital Marketing Professional program.

This training program covers the key areas required to become a skilled digital marketer in any industry and sector. By taking a program with the Digital Marketing Institute, you will develop the practical, hands-on skills required to implement successful multi-channel digital campaigns and you will come away with an actionable digital marketing strategy and the know-how 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 learning objectives covered in each module, and a list of recommended reading and online resources for each module in 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 trained over 28,000 people across six continents. 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 Industry Advisory Council

The 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 preserving its technical accuracy, currency, and clarity and by ensuring a sharp focus on the needs of the industry and current 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 and resources. The purpose of the Industry Advisory Council is to review the syllabus for all Digital

Marketing Institute programs and provide recommendations. In addition, the Council provides input into Digital Marketing job role requirements by helping to scope the knowledge, skills and competencies required to build a global digital economy.

PROGRAM AND EXAM
INFORMATION

CERTIFICATION AND EXAM INFORMATION

To successfully complete the program and become a Certified Digital Marketing Professional, you need to complete a 3-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 Professional qualification. Please be mindful that you are responsible for familiarizing yourself with the exam process as per the Exam Guidelines. You should receive the Exam Guidelines from your training provider. Please read them carefully to ensure that you do not miss any important exam information.

PROGRAM STRUCTURE AND COMPONENTS

To succeed in this program, you need to invest your time in three 3 main areas:

1	2	3
Lectures	Self-directed Learning	Exam

Lectures

The program of formal learning comprises 10 individual modules that reflect the core functions and key disciplines in Digital Marketing. Each module comprises 3 hours of formal learning, approximately, delivered by expert practitioners. We recommend you invest your time in attending or watching the lectures, and then checking your progress regularly by using the online quiz questions as an interactive study and revision tool.

Self-directed Learning

In addition to the lectures, we have provided a range of additional resources to supplement your Digital Marketing knowledge and to enable you to engage in further self-directed learning. The additional resources include slide decks for each module, detailed Study Notes for all of the lectures, video-based Tutorials or "walk-throughs" of key tasks and procedures, and a set of Practical Exercises. We recommend that for each 3-hour module you allocate an additional 2.5 – 3 hours to facilitate self-directed learning and further reading or study, depending on your existing knowledge and experience.

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

- Review all of the resources including links to Tutorials, articles and websites
- Interact with your classmates by sharing your insights and questions
- Complete the Practical Exercises to check your ability to apply your learning to "real world" digital marketing tasks
- Visit the Digital Marketing Institute's Membership library for a wide range of additional material relating to the modules covered in this program

Interactive Quizzes

This program includes an extensive collection of interactive online quizzes, which you can access at any time using a Web browser. 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 provide learning reinforcement, which can assist learning retention over time. We strongly recommended 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 the exam is a proven method for embedding new learning, or memorizing, and for aiding the process of learning retrieval, or remembering, after you've completed your initial study.

Lecture Slides and Study Notes

Each slide deck used to support delivery of the lecture is also included with the program as an additional resource. The program also includes a series of detailed Study Notes that include all of the instruction provided during the lectures and summarized in the slides for each module. Together, the slides and Study Notes provide an excellent study and quick revision resource for students before taking the exam.

Practical Exercises

A series of Practical Exercise 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 digital marketing tasks, processes, and procedures and to demonstrate your understanding through practical application of skills in a simulated environment. The Practical 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 digital marketing goal.

Preparing for the Exam

To achieve certification as a Certified Digital Marketing Professional, you must successfully complete a 3-hour computer based exam. Here some tips for exam preparation:

- Review the slides and Study Notes, and allow extra time for any topics that you find complex or difficult
- Make your own study notes and refer back to them frequently
- Use and frequently retake the online interactive quizzes and practical exercises to check your progress and as a convenient revision tool to check and practice what you have learned
- Watch the 'Pearson Test Centers – What to Expect' video
- Review the Exam Information document, the Exam Booking Process document, and Pearson VUE Exam Regulations

Introduction

to

Digital Marketing

This module introduces the core principles and purpose of digital marketing. It will enable you to develop clear and actionable business objectives for a digital marketing plan, gain audience and industry insight by conducting digital research, and to prepare the foundations for a fully integrated 360 digital marketing campaign by connecting effectively with your customers and targets.

1. Principles of Digital Marketing

Lesson Goal: To identify the core principles and purpose of digital marketing

Learning Objectives

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

- Differentiate between inbound and outbound marketing strategies
- Distinguish between examples of digital media used in digital marketing
- Differentiate between the characteristics of traditional marketing and digital marketing
- Recognize the benefits of combining traditional and digital marketing for an organization
- Distinguish between the principles of the DMI 3i Methodology for digital marketing
- Distinguish between the different digital channels and the opportunities they provide for business online

2. Developing Marketing Objectives

Lesson Goal: To develop clear and actionable objectives for a digital marketing plan

Learning Objectives

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

- Recognize how to develop SMART objectives for a digital marketing plan
- Recognize good examples of SMART marketing objectives

3. Digital Research

Lesson Goal: To use digital research and social listening to gain insights into your competitors, audience and your industry

Learning Objectives

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

- Identify the key audience research categories that enable understanding of your audience and communities of interest
- Distinguish between audience research and social listening platforms and the varieties of insights they provide
- Match social listening and audience research tools to examples of the data and insight they can provide
- Recognize the benefits of conducting cultural research
- Recognize how competitive research platforms and tools aid in extracting insights on competitors
- Recognize how Industry trend research provides insight into an industry
- Recognize how to use effective digital research to help drive online retail sales

4. Connecting with the Customer

Lesson Goal: To use the buyer's journey to understand how to engage an audience effectively with 360 digital channels and content

Learning Objectives

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

- Differentiate between each stage of the Buyer's Journey
- Distinguish between the five marketing functions and their associated marketing activities
- Identify the value of a 360 digital marketing campaign
- Recognize the relationship between the marketing functions and the stages in the Buyer's Journey
- Appreciate the value of the key concepts, principles, procedures, and tools associated with the discipline of Digital Marketing

Resources and Recommended Reading

The following online resources provide further information on Digital Marketing Foundations:

- [What is the Buyers Journey?](#)
- [The Marketing Function](#)
- [SMART Goals and Objectives](#)
- [Three Types of Insights that Help Shape Your Strategy](#)
- [Social Skills That Will Make You More Likable](#)
- [The Role of a Marketing Department](#)

Content Marketing

This module begins by introducing the fundamental principles of content marketing to enable you to align content effectively with the Buyer's Journey. It explores the knowledge and skills required to plan and execute a content marketing strategy in a persona-oriented, data-driven way. It also covers content creation, content curation, and how to extend the value of content using scheduling tools and promotion methods. The module concludes by examining the key metrics and tools for measuring the performance of a content marketing strategy.

1. Content Marketing Concepts and Strategy

Lesson Goal: To understand the fundamentals of content marketing and use content effectively at each stage of a digital marketing strategy

Learning Objectives

- List the benefits of effective content marketing
- List the qualities of effective content
- Differentiate between the two main types of content
- Align content effectively to different stages of the Buyer's Journey
- Recognize how community management complements content marketing
- Identify the key elements in an effective content marketing strategy

2. Using Content Research to Find Opportunities

Lesson Goal: To understand how to use the research phase of a content marketing strategy to assess the performance of your content and to identify risks and opportunities

Learning Objectives

- Conduct social listening as part of the research phase of your strategy
- Recognize how to inform a content strategy by analyzing and monitoring competitor content
- Recognize how to conduct a content audit to assess performance and spot opportunities

3. Developing a Content Marketing Plan

Lesson Goal: To initiate a content marketing strategy by establishing goals, tailoring topics to target personas and using content calendars to establish effective workflows

Learning Objectives

- Differentiate between types of content marketing goals
- Identify the key considerations for aligning content marketing goals with business goals
- Identify the factors to consider when creating customer personas
- Use research best practice to develop content topics based on your target personas
- Develop a content calendar to plan and structure content creation and promotion
- Recognize the factors to consider when choosing a Content Management System for a business

4. Creating and Curating Content

Lesson Goal: To create and curate compelling content using tools and techniques including content personalization and brand storytelling

Learning Objectives

- Recognize key stakeholders involved in the creation of content
- Distinguish between the content types and formats available for content marketing efforts
- Differentiate between the tools used to create different types of content
- Distinguish between content creation and curation
- Use best practice to curate effective content
- Identify the key components in a company's brand personality
- Recognize the benefits of content personalization

5. Publishing and Distributing Content

Lesson Goal: To extend the value of content by repurposing and use scheduling tools and promotion methods to distribute content

Learning Objectives

- Select the most appropriate content platform for different content types
- Differentiate between the benefits and challenges of content seeding
- Use content scheduling techniques and tools to distribute content across social media platforms

- Distinguish between the strategies for content promotion

6. **Metrics and Content Marketing Performance**

Lesson Goal: To measure content marketing return-on-investment by analyzing key metrics

Learning Objectives

- Identifying the key components for calculating content marketing ROI
- Aligning content marketing metrics to business goals
- Using metrics to inform changes to your content marketing strategy

Resources and Recommended Reading

The following online resources provide further information on Content Marketing:

- https://digitalmarketinginstitute.com/blog/category/content-marketing
- https://moz.com/blog/category/content
- https://www.hubspot.com/resources/content-creation
- https://contently.com/resources/
- https://www.copyblogger.com/blog/
- https://searchenginewatch.com/category/content/
- https://builtvisible.com/successfully-promoting-content-to-publishers/
- https://feedly.com/
- https://www.portent.com/tools/title-maker
- https://www.grammarly.com

Social Media Marketing

This module introduces the key social media platforms for digital marketing and demonstrates how to set up a social media experience for a business. It explains the techniques and best practices for growing and engaging a social media audience and demonstrates how to create effective paid advertising campaigns on the key social platforms. It also covers how to extract and report on data from the platforms' native analytics tools to derive deeper audience and campaign insights.

1. Key Social Platforms for Digital Marketing

Lesson Goal: To identify the benefits of social media marketing and differentiate between the most influential social media platforms and their advantages for a digital marketer

Learning Objectives

- Identify the key benefits of social media marketing
- Recognize the responsibilities of a social media marketer
- Identify the stages of the Buyer's Journey most influenced by social media marketing
- Distinguish between the most influential social media platforms and their advantages to a digital marketer
- Recognize key terminology related to marketing on social media

2. Setting up a Social Media Experience for a Business

Lesson Goal: To set up a social media account for a business on key social media platforms

Learning Objectives

- Identify best practices for setting up a social media account for a business
- Set up a Facebook page for a business
- Set up a Twitter page for a business
- Set up a LinkedIn page for a business
- Set up an Instagram page for a business
- Set up a Snapchat page for a business

3. Growing and Engaging an Audience Using Social Media

Lesson Goal: To build, manage, and sustain an active community on social media platforms

Learning Objectives

- Identify techniques and best practices to build a loyal community on social media platforms
- Identify techniques and best practices to manage and sustain a community on social media platforms
- Apply best practices for posting content on social media platforms
- Identify best practices for creating and sharing stories on social media platforms
- Identify best practices for posting video content on social media platforms
- Identify best practices for hashtag usage on social media platforms
- Recognize the best practices for posting content on Facebook
- Recognize the best practices for posting content on Twitter
- Recognize the best practices for posting content on LinkedIn
- Recognize the best practices for posting content on Instagram
- Recognize the best practices for posting snaps with Snapchat

4. **Creating and Optimizing Social Media Campaigns**

Lesson Goal: To create paid advertising campaigns on key social media platforms using a range of advanced tools and features

Learning Objectives

- Distinguish between the key steps for setting up an effective social media marketing campaign
- Use Business Manager to create and optimize campaigns on Facebook and Instagram
- Use Ads Manager to create and optimize campaigns on Twitter
- Use Campaign Manager to create and optimize campaigns on LinkedIn
- Use Ad Manager to create and optimize campaigns on Snapchat

5. **Developing Data-Driven Audience and Campaign Insights Using Social Media Tools**

Lesson Goal: To extract and report on data from social media platform analytics tools and utilize it to inform future campaign objectives

Learning Objectives

- Identify the benefits of using social media tools to analyze your campaigns

- Distinguish between the different social media tools available to analyze campaigns
- Identify the native tools to use to derive analytics insights from Facebook activity
- Distinguish between the native tools for deriving analytics insights from Twitter activity
- Distinguish between the native tools for deriving analytics insights from LinkedIn activity
- Identify the native tools to use to derive analytics insights from Instagram activity
- Recognize the capabilities of Snapchat Analytics to provide insight on Snapchat campaigns

Resources and Recommended Reading

The following online resources provide further information on Social Media Marketing:

- https://www.socialmediaexaminer.com
- https://sproutsocial.com/insights/
- https://www.agorapulse.com/blog
- https://blog.bufferapp.com/
- Truly Social Web Series: https://www.youtube.com/user/sanfranrogue
- https://www.thesocialmediahat.com/
- https://www.brandwatch.com/blog/
- http://buzzsumo.com/blog/

SEO
(Search Engine Optimization)

SEO (SEARCH ENGINE OPTIMIZATION)

This module begins with the fundamentals of SEO and how search engines work. It explains why it is vital to align SEO objectives with overarching business objectives and how to use keyword and competitor research to build an SEO content plan that brings the right kind of visitors to a website. It also covers how to boost online conversions to help stand out in today's fiercely competitive online marketplace and ensure the best possible ROI.

1. SEO Fundamentals

Lesson Goal: To understand the fundamentals of SEO and how it differs from Paid Search

Learning Objectives

- Distinguish between paid and organic search
- Differentiate between the key components of SEO
- Recognize how search engines work
- Distinguish between common types of search queries
- Identify the components of a SERP

2. Aligning SEO and Business Objectives

Lesson Goal: To set business, SEO, and website objectives to drive website traffic, build awareness, and generate leads

Learning Objectives

- Distinguish between various types of objectives for SEO
- Create SEO objectives for your website and business

3. Keywords and Building an SEO Content Plan

Lesson Goal: To build an SEO content plan based on strategic keyword and competitive research

Learning Objectives

- List the benefits of keyword research
- Distinguish between short tail and long tail keywords
- Conduct keyword research
- Turn keywords into SEO content for a site

4. Optimizing Organic Search Ranking

Lesson Goal: To boost a website's organic search ranking using on-page, off-page and technical elements

Learning Objectives

- Configure technical components of a website for best visibility in search engines
- Optimize on-page elements to boost rankings
- Optimize off-page elements to boost rankings
- Conduct an SEO audit to optimize technical, on-page, and off-page components

5. Measuring SEO Performance

Lesson Goal: To measure the success of overall SEO efforts

Learning Objectives

- Monitor the sources of traffic to your website
- Differentiate between various types of SEO metrics
- Use key SEO metrics to measure the success of your SEO efforts

Resources and Recommended Reading

The following online resources provide further information on SEO:

- https://digitalmarketinginstitute.com/blog/category/seo
- https://searchengineland.com/guide/seo
- https://moz.com/blog/category/basic-seo
- https://moz.com/blog/category/on-page-seo
- https://moz.com/blog/category/technical-seo
- https://moz.com/blog/category/link-building
- https://www.wordtracker.com/blog/seo
- https://searchenginewatch.com/category/seo/
- http://static.googleusercontent.com/media/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf
- https://support.google.com/webmasters
- https://support.google.com/google-ads/
- https://www.hubspot.com/resources/seo
- https://ahrefs.com/blog/
- https://backlinko.com/blog
- https://www.semrush.com/blog/category/seo/

Paid Search (PPC)
with
Google Ads

This module begins with the fundamentals of paid search and demonstrates how to implement and manage paid search campaigns using Google Ads. It explains the key concepts underpinning bid auctions, how to manage paid advertising budgets, and how to optimize paid search campaigns. It also covers conversion tracking and how to measure and report on the performance of paid search campaigns using Google Analytics and Google Search Console.

1. Fundamentals of Paid Search

Lesson Goal: To understand the fundamentals of paid search and how it differs from organic search

Learning Objectives

- Distinguish between paid and organic search
- Recognize how consumers use search engines
- Identify the key benefits of using paid search in a marketing campaign
- Identify the key elements of a paid search campaign

2. Creating a Paid Search Campaign with Google Ads

Lesson Goal: To launch a successful paid search campaign with Google Ads

Learning Objectives

- Distinguish between a Google Ads manager account and a child account
- Recognize best practice for structuring a Google Ads account
- Identify the key elements of a Google Ads account
- Distinguish between keyword research for paid search and SEO campaigns
- Create a paid search campaign using Google Ads

3. Managing a Paid Search Campaign

Lesson Goal: To manage and optimize a paid search campaign

Learning Objectives

- Recognize how to manage an advertising budget using Google Ads
- Recognize key concepts underlying the bidding process
- Recognize the function of the Bid Simulator tool

- Optimize paid search campaigns by scheduling ads and setting bid adjustments for audiences, devices, and locations using Google Ads
- Recognize the purpose of Google Ads Editor

4. Measuring Paid Search Campaigns

Lesson Goal: To measure the effectiveness of paid search campaigns using Google Analytics and Google Search Console

Learning Objectives

- Identify appropriate KPIs to measure the success of a paid search campaign
- Recognize the purpose of conversion tracking
- Distinguish between the key metrics for measuring the success of a paid search campaign
- Use Google Analytics to measure paid search campaigns

Use engagement metrics and change history data from Google Analytics and Google Search Console data for deeper reporting

Resources and Recommended Reading

The following online resources provide further information on Paid Search:

- https://www.wordstream.com/learn
- https://www.wordstream.com/paid-search
- https://www.ppchero.com/
- https://blog.google/products/ads/
- https://www.searchenginejournal.com/
- https://searchengineland.com//guide/what-is-paid-search
- https://searchengineland.com/library/paid-search
- https://www.smartinsights.com/paid-search-marketing-ppc/

Display and Video Advertising

DISPLAY AND VIDEO ADVERTISING

This module begins with the fundamentals or Display and Video advertising and demonstrates how to set up and manage a YouTube channel. It covers the ad formats available with the Google Display Network and YouTube and shows how to set up and manage Display and Video campaigns. It also explains how to apply audience and contextual targeting, exclusions, remarketing, and bid adjustments to target Display and Video ads at the right audience. The module concludes by identifying the key metrics and tools to use to analyze and optimize the effectiveness of Display and Video campaigns.

1. Fundamentals of Display and Video Advertising

Lesson Goal: To understand the fundamental concepts of Display and Video advertising and its role in an advertiser's marketing strategy

Learning Objectives

- Identify the key concepts, benefits and value of Display & Video advertising
- Distinguish between the main platforms available for Display & Video advertising
- Distinguish between the advertising buying mechanisms available for Display & Video advertising
- Determine appropriate objectives for a Display & Video marketing strategy

2. Creating and Managing a YouTube Channel

Lesson Goal: To create a YouTube channel and manage video content

Learning Objectives

- Set up a YouTube Channel
- Upload a video to a YouTube Channel using best practices
- Use best practices to develop and manage video content on YouTube
- Analyze the organic performance of video content using YouTube Analytics reports

3. Google Display Network and Video Ad Formats

Lesson Goal: To identify ad formats available on the Google Display Network and YouTube

Learning Objectives

- Distinguish between the campaign types available on the Google Display Network
- Identify the ad formats and sizes available on the Google Display Network
- Identify the ad formats available on YouTube

4. Creating Display and Video Campaigns

Lesson Goal: To create Display and Video campaigns using Google Ads

Learning Objectives

- Create a Display advertising campaign in Google Ads
- Create responsive and non-responsive ads to run on the Google Display Network
- Link a YouTube Channel with a Google Ads account
- Create a Standard Video Advertising campaign in Google Ads
- Create ads to run on YouTube

5. Targeting Display and Video Campaigns

Lesson Goal: To find the right audience with Display and Video campaigns using audience and contextual targeting, exclusions, remarketing, and bid adjustments

Learning Objectives

- Identify the types of targeting available for Display and Video campaigns
- Apply audience targeting to Display and Video campaigns
- Apply contextual targeting to Display and Video campaigns
- Optimize Display and Video campaigns using advanced Google Ads features
- Configure exclusions to refine where ads appear in Display and Video campaigns
- Recognize the remarketing options available for Display and Video campaigns
- Apply a bidding strategy to Display and Video campaigns

6. Measuring and Optimizing Display and Video Campaigns

Lesson Goal: To optimize Display and Video campaigns using key metrics and tools and to measure the results

Learning Objectives

- Identify the key metrics associated with Display campaigns
- Identify the key metrics associated with Video campaigns
- Use Google Ads to analyze the performance of Display campaigns

- Use Google Ads to analyze the performance of Video campaigns
- Use Google Analytics to evaluate the impact of Display and Video campaigns on website performance
- Optimize Display and Video campaigns based on performance against KPIs

Resources and Recommended Reading

The following online resources provide further information on Display and Video Advertising:

- https://blog.bannerflow.com/display-advertising-best-practices-2018/
- http://tubularinsights.com/video/marketing/
- https://www.hallaminternet.com/beginners-guide-adwords-display-advertising/
- https://www.google.co.uk/ads/displaynetwork/build-your-ads/ad-formats.html
- https://www.thinkwithgoogle.com/marketing-resources/inside-google-marketing-creative-effective-banner-ads/
- https://www.thinkwithgoogle.com/advertising-channels/video/youtube-bumper-ads-six-second-format/
- https://support.google.com/youtube/topic/3030592?hl=en&ref_topic=2972865
- https://support.google.com/analytics/answer/6073427?hl=en
- http://custom.shutterstock.com/blog/use-best-practices-test-optimize-creative-video-content
- https://support.google.com/google-ads/answer/7041738?hl=en

Email Marketing

This module begins with the fundamentals of email marketing and how the concepts of segmentation, personalization, timing, and engagement and the legislation and regulations surrounding data protection underpin an effective email marketing strategy. The module introduces key email marketing tools and techniques and explores subscriber list and email design best practices. It covers how to create, test, and optimize an email campaign that maximizes email open and click rates and provides an overview of the value provided by marketing automation tools.

1. Email Marketing Fundamentals

Lesson Goal: To understand the fundamental concepts associated with email marketing and the key legislation and regulations surrounding email permissions and data protection

Learning Objectives

- Recognize the key concepts of email marketing
- Recognize the value of using inbound email marketing
- Identify the legislation and regulations surrounding email permissions and data protection

2. Email Marketing Tools and Strategy

Lesson Goal: To recognize the benefits of using an Email Service Provider (ESP) and the best practices for building an effective email subscriber list and to understand the core principles that underpin an effective email marketing strategy

Learning Objectives

- Identify the key principles for building an effective email marketing strategy
- Recognize how email service providers enable you to build, manage and optimize your email marketing efforts
- Identify the sources of additional information for different types of email recipients
- Recognize how email lists contribute to growing and managing a contact database

3. Email Design

Lesson Goal: To design balanced and effective emails to deliver a message that generates leads, retains customers and inspires evangelists

Learning Objectives

- Identify the components that contribute to writing and designing effective emails
- Recognize how to use the Buyer's Journey to align your emails to the right audience
- Identify the types of subject lines that drive recipients to open and engage with emails
- Identify email copy essentials that set the right tone in the body of an email
- Use email design best practices when creating marketing messages
- Recognize effective ways to use call to actions (CTAs) in a marketing email
- Recognize the best practices for using images in a marketing email

4. Creating an Effective Email Campaign

Lesson Goal: To use best practice for creating and delivering an email campaign that maximizes email open and click rates

Learning Objectives

- Create an email campaign
- Identify the factors that affect email campaign delivery
- Recognize potential email delivery and inbox placement challenges
- Identify best practice for managing campaign delivery before and after sending an email

5. Testing and Optimizing an Email Campaign

Lesson Goal: To use email tests, metrics, statistics, and best practices to report on and optimize an email marketing campaign

Learning Objectives

- Recognize how to test the components of an email
- Use A/B testing to enhance an email marketing campaign
- Differentiate between key metrics for measuring email campaign performance
- Recognize how to optimize email campaign open and click rates
- Recognize methods for optimizing email for mobile
- Minimize email bounce rates and unsubscribes

6. Marketing Automation Overview

Lesson Goal: To overview the value provided by marketing automation tools

Learning Objectives

- Identify the benefits of using marketing automation tools
- Differentiate between the key building blocks in a marketing automation process

Resources and Recommended Reading

The following online resources provide further information on Email Marketing:

- https://learn.infusionsoft.com/minbound email marketing
- https://www.ftc.gov/tips-advice/can-spam-act
- http://fightspam.gc.ca/eic/CASL
- https://www.eugdpr.org
- http://www.verticalresponse.com/blog/8-components-effective-email/
- https://blog.hubspot.com/9-must-have-components-of-compelling-email-copy
- https://login.mailchimp.com/signup/
- https://litmus.com/
- www.mail-tester.com
- https://www.hubspot.com/marketing-automation-information
- https://www.trustradius.com/marketing-automation

Website

Optimization

WEBSITE OPTIMIZATION

This module introduces key concepts underpinning effective website design and the purpose of website optimization. It will enable you to build and publish a simple, well-designed, and optimized website using WordPress that is aligned to specified business goals. The module also covers how to use metrics to capture, track, and measure website activity to develop deeper insights.

1. Web Design and Website Optimization

Lesson Goal: To recognize the key components of effective web design and the importance of website optimization for a digital marketing strategy

Learning Objectives

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

- Differentiate between website optimization and SEO
- Recognize the purpose of website optimization within an overarching digital marketing strategy
- Identify the role of a marketer in the design, construction, maintenance and optimization of a website
- Identify the key components of effective web design and their associated tasks and activities

2. Publishing a Basic Website

Lesson Goal: To choose a website hosting option and design, build, and publish a basic website using WordPress

Learning Objectives

- Differentiate between the common website hosting options available to an online business
- Set up a basic website using WordPress.org
- Choose an appropriate WordPress theme for your site

3. Design Principles and Website Copy

Lesson Goal: To identify the principles of good web design and to attract potential customers using effective website content and copy

Learning Objectives

- Determine which principles for effective web design to use in a given scenario
- Recognize the importance of a mobile-first approach to design and how this relates to SEO
- Use best practice to create effective copy for a website
- Conduct A/B testing using best practice

4. User-Centered Design and Website Optimization

Lesson Goal: To optimize website performance and usability using user-centered design principles and processes

Learning Objectives

- Distinguish between the primary focus and concerns of UX design and UI design
- Recognize the benefits and principles of good UX and UI
- Recognize how to assess the effectiveness of a website's user experience
- Improve user experience, for a given scenario, by applying user-centered design methods
- Identify the key factors to consider when optimizing the performance of a website

5. Website Metrics and Developing Insight

Lesson Goal: To recognize how to use a website for insight, tracking, measurement and data capture

Learning Objectives

- Identify the most useful metrics for understanding and monitoring a website
- Choose the most appropriate tool to evaluate the effectiveness of a website
- Implement best practice to monitor and optimize the effectiveness of a website

Resources and Recommended Reading

The following online resources provide further information on Website Optimization:

- https://www.hubspot.com/resources/website-design
- https://www.smashingmagazine.com/category/web-design
- https://www.optimizely.com/resources/
- http://alistapart.com/
- https://wordpress.com/

- https://www.wix.com/website/templates
- https://moz.com/blog/category/user-experience
- https://www.uxpin.com/studio/ebooks/
- http://uxmovement.com/
- https://www.usertesting.com/resources
- https://themeforest.net/
- https://fivesecondtest.com/

Analytics
with
Google Analytics

This module begins with the fundamentals of web analytics and the associated legal responsibilities and best practices concerning data collection, consent, and privacy that enable a digital marketer to draw actionable conclusions from website or marketing channel data. It demonstrates how to set up and configure Google Analytics and install Google Analytics tracking code to glean insights about the website's traffic and audience. It covers setting campaign goals to analyze performance and analyze customer conversion journeys. It also provides comprehensive detail on how to use Google Analytics reports and features to monitor and analyze digital campaigns.

1. Web Analytics Fundamentals

Lesson Goal: To understand the fundamentals of web analytics and the associated legal responsibilities and best practice concerning data collection, explicit consent, and privacy

Learning Objectives

- Recognize the types of insights that web analytics can provide for digital marketers
- Identify web analytics tools for collecting, measuring and analyzing data
- Recognize the benefits of using Google Analytics
- Recognize the limitations of Google Analytics
- Recognize the basic terminology for analytics reporting
- Recognize the basic legal requirements, responsibilities, and best practice concerning analytics, consent, and data collection

2. Creating and Configuring a Google Analytics Account

Lesson Goal: To set up and configure a Google Analytics account and install Google Analytics tracking code

Learning Objectives

- Set up a Google Analytics account
- Install the Google Analytics tracking code on a website
- Recognize the purpose of the key settings and navigational functions in Google Analytics
- Configure account settings and filters in Google Analytics

- Recognize the benefits and risks associated with sharing access to a Google Analytics account with co-workers
- Recognize the benefits of linking a Google Analytics account to other marketing tools

3. Setting Goals with Google Analytics

Lesson Goal: To set goals to analyze digital campaign performance and analyze the customer conversion journey using Google Analytics

Learning Objectives

- Set up goals to analyze digital campaign performance using Google Analytics
- Match examples of website activity to the goals for capturing them in Google Analytics
- Use goal funnels in Google Analytics to analyze the customer conversion journey

4. Monitoring Campaigns with Google Analytics Reports

Lesson Goal: To monitor digital marketing campaigns and derive insights to optimize campaign performance using Google Analytics reports

Learning Objectives

- Identify the types of campaign insights provided by the key reports in Google Analytics
- Use Audience reports in Google Analytics to understand the characteristics of website visitors
- Use Acquisition reports in Google Analytics to derive insights from the sources of traffic to a website
- Use the Google Ads report for optimization insights to apply to Google Ads activity
- Improve user experience on a website using Behavior reports in Google Analytics
- Use the Events report to measure interactions with non-standard features of a website
- Use the Conversion reports in Google Analytics to derive insights into conversion rates, conversion channels, and conversion journeys
- Use the Multichannel Funnels report to understand how channels work together to make conversions

5. Analyzing and Recording Google Analytics Data

Lesson Goal: To track live data and use Google Analytics custom reporting features to record and analyze campaign data

Learning Objectives

- Recognize how to track traffic changes in real time using Google Analytics
- Create custom reports, annotations, and custom segments in Google Analytics
- Recognize how to create a standardized process to ensure data is being tracked effectively

Resources and Recommended Reading

The following online resources provide further information on Analytics:

- https://www.inc.com/guides/gsecret-to-web-analytics.html
- https://developers.google.com/analytics/
- https://get.google.com/tagassistant/
- https://webris.org/measurement-plan/
- https://www.mediabistro.com/web-analytics-skills
- https://ellajdesigns.com/tracking-web-analytics/

Digital Marketing Strategy

DIGITAL MARKETING STRATEGY

This module identifies the core components of an effective digital marketing strategy and explains how to develop an effective budget plan and measure the ROI for digital activities. It covers how to set clear and actionable objectives and measurable KPIs as well as the key research activities to undertake to guide channel selection and messaging. It also explains how to develop a creative strategy based on campaign research to engage an audience and deliver on campaign goals. The module concludes by explaining how to execute a digital marketing strategy supported by a channel plan, a paid media plan, a campaign action plan, and succinct strategy documentation.

1. Digital Strategy Fundamentals

Lesson Goal: To understand the core components of a digital marketing strategy and the benefits of using a strategic approach when developing digital campaigns

Learning Objectives

- Distinguish between the core components of a digital marketing strategy
- Recognize the purpose of a digital marketing and media strategy to help realize business or campaign objectives
- Recognize the efficiency of an overarching strategy for communicating an overall plan
- Differentiate between digital marketing and digital media
- Recognize the value of using a resource map when developing a digital marketing strategy
- Recognize the factors to consider when developing an effective budget plan for a digital marketing strategy
- Identify the primary metrics used to measure the success and ROI of digital activities

2. Setting Strategy Objectives and KPIs

Lesson Goal: To set objectives to establish clear and measurable KPIs

Learning Objectives

- Differentiate between common business objectives driving a strategy to help set realistic expectations for a digital marketing campaign
- Identify KPIs best suited to a digital activity by understanding its success outcome
- Distinguish between the KPIs that fall within specific areas of a typical business

- Recognize the benefit of using past performance and industry benchmarks to forecast results and help set KPIs
- Recognize the benefit of regular performance reviews to maintain standards and identify improvements

3. Digital Strategy Research

Lesson Goal: To recognize the insights from key research activities to help guide channel choice, messaging, personas, and priorities and inform budget allocation when developing a digital marketing strategy

Learning Objectives

- Identify the key research activities that inform the development of a digital marketing strategy
- Recognize the value of a research map when developing a digital marketing strategy
- Differentiate between strong research and potentially false reports
- Distinguish between owned, accessed and desk research
- Identify the factors to analyze during a digital audit of an organization's digital marketing activities
- Distinguish between the insights and benefits gained from undertaking audience and competitor research
- Identify the steps required to implement a simple social listening study
- Identify the key benefits of competitor research when developing a digital marketing strategy
- Distinguish between the contents of a creative brief and media brief for a digital marketing strategy

4. Developing a Creative Strategy

Lesson Goal: To understand how to develop a creative strategy that engages an audience and delivers on campaign goals

Learning Objectives

- Recognize the key ingredients in an effective creative strategy
- Recognize tactics for maximizing and repurposing creative output across platforms
- Recognize the key elements required to develop an effective content strategy
- Distinguish between the creative format specifications for each channel in a Launch Plan

5. Executing a Digital Marketing Strategy

Lesson Goal: To understand how to select an optimal channel and budget mix supported by a paid media plan and campaign action plan to execute a digital marketing strategy

Learning Objectives

- Select appropriate digital channels to achieve strategy objectives based on insights drawn from digital research
- Choose an optimal channel and budget mix from paid and organic sources, for a given digital marketing strategy
- Recognize how to build a media plan for paid channels to monitor ad budgets and track expenditure
- Identify the key components in a campaign action plan to execute a digital marketing strategy

6. Communicating a Digital Marketing Strategy

Lesson Goal: To use best practice for communicating a digital marketing strategy to stakeholders

Learning Objectives

- Distinguish between the tools most frequently used to communicate a digital marketing strategy to stakeholders
- Recognize best practice for structuring a digital marketing strategy document

Resources and Recommended Reading

The following online resources provide further information on Digital Strategy:

- https://www.inc.com/guides/gsecret-to-web-analytics.html
- https://direct.digitalmarketinginstitute.com/blog
- https://www.socialmediaexaminer.com/
- https://moz.com/blog/category/whiteboard-friday
- https://moz.com/ugc
- https://unbounce.com
- https://marketingland.com
- https://www.bluefountainmedia.com/blog/the-10-best-digital-marketing-blogs-you-should-be-reading/

- https://www.psfk.com
- https://moz.com/blog/digital-strategy-basics-what-why-how
- https://blog.hubspot.com/marketing/digital-strategy-guide
- https://polymash.com/digital-strategy-blog/
- https://blog.marketo.com
- https://marketinginsidergroup.com
- https://hootsuite.com/resources
- http://www.convinceandconvert.com

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 Professional program and wish you every success as you progress through the learning materials.

Digital Marketing Institute