



# **Certified** Digital Marketing Professional

## CERTIFIED DIGITAL MARKETING PROFESSIONAL

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## PROGRAM OVERVIEW

### Who is this program aimed at?

The Certified Digital Marketing Professional program is aimed at:

- Marketing Managers, Marketing Executives, Senior Management
- IT Managers
- Small business owners
- Those with responsibility for developing or implementing an online marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

### What can learners expect from this program?

Through dynamic video presentations and practical learning activities including tutorials and exercises, you will acquire a hands-on learning experience that will enable you to demonstrate a strong foundation in digital marketing, covering the main concepts, techniques and skills required in order to develop, plan and implement an effective digital marketing strategy.

### What will you learn?

By the end of this program, you will be able to:

- Increase your website's visibility through search engine optimization techniques
- Drive qualified traffic to your website through pay-per-click advertising
- Execute digital display campaigns
- Capture, segment and manage email subscribers in order to plan and execute a successful email marketing campaign
- Use suitable social media channels for different business goals and objectives
- Measure and optimize your social media campaigns
- Leverage mobile marketing for its micro-targeting advantages
- Analyze and optimize your overall digital marketing activity
- Create a formal digital marketing plan for your business

## PROGRAM STRUCTURE

There are ten modules in this course that provide in-depth coverage of all of the key disciplines required for best practice digital marketing. The titles of the ten modules are: -

1. Introduction to Digital Marketing
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimization)
5. Paid Search (PPC) with Google Ads
6. Display and Video Advertising
7. Email Marketing
8. Website Optimization
9. Analytics with Google Analytics
10. Digital Marketing Strategy



# Introduction to Digital Marketing

## 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



# Content Marketing

## 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



# Social Media Marketing

## 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



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



# Paid Search (PPC) with Google Ads

## 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



# Display and Video Advertising

## DISPLAY AND VIDEO ADVERTISING

This module begins with the fundamentals of 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



# Email Marketing

## 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



# 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



# Analytics with Google Analytics

## 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



# 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

