RCM
SCHOOL OF EXCELLENCE

Certified Digital Marketing Professional

Align your skills with the needs of industry

www.schoolofexcellence.co.za

Validated by the Industry Advisory Council comprised of members from:

Google · Twitter · facebook · IBM · Microsoft · Linked in

digital marketing **institute**

Content

Certified Digital Marketing Professional

Welcome

Digital technologies have changed the way we work, live and communicate.

We know this huge shift can pose challenges for your current role. We understand that advancing and progressing your future career is important to you.

That's why we have designed a professional certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in your field.
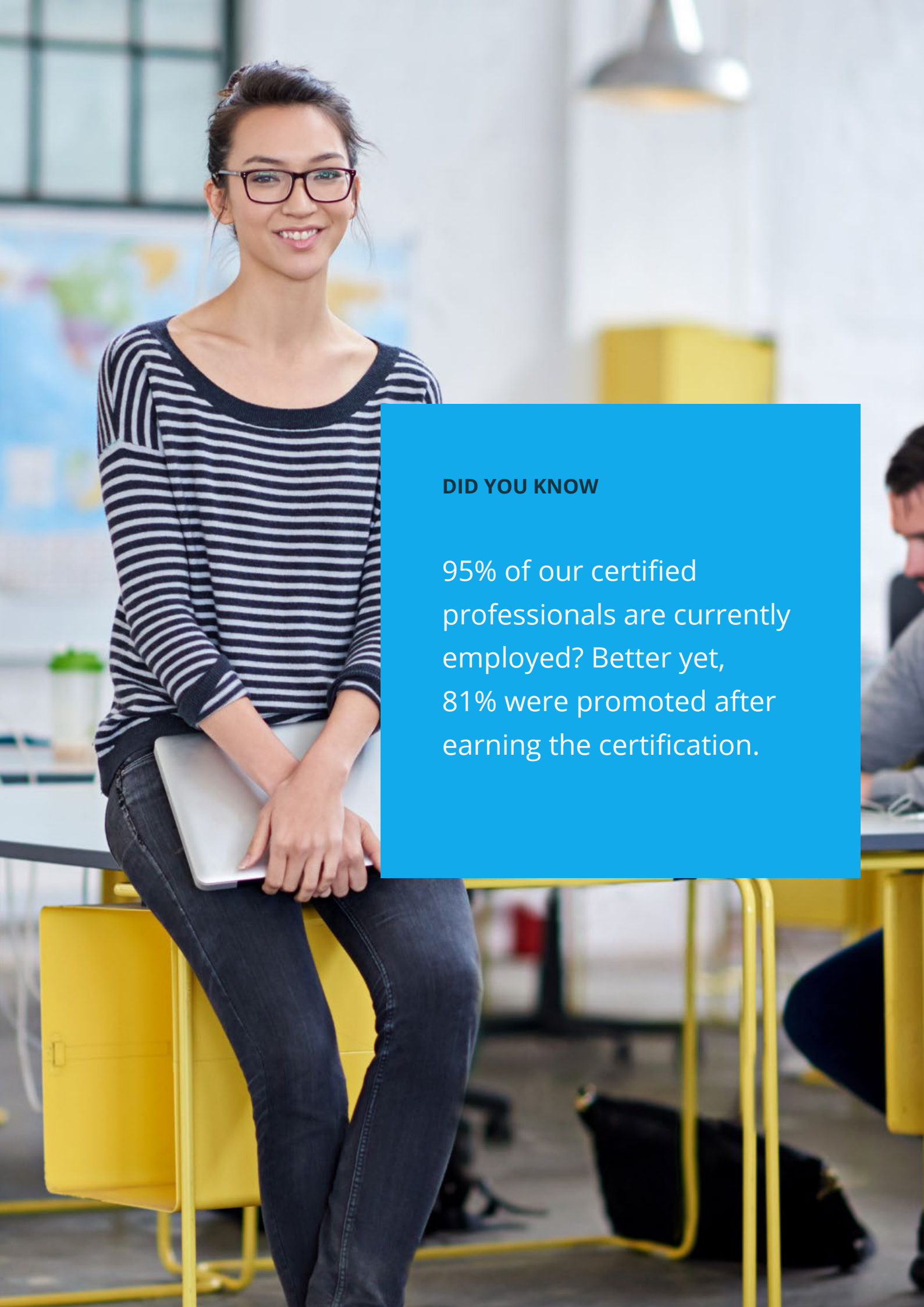
With 18,000 certified professionals across 100 countries, the Digital Marketing Institute sets the global standard in digital marketing and selling. We provide a certification that is designed by experts, to create experts.

Become a leader in your industry by becoming a certified digital marketing professional.

Your digital future awaits.

'Digital marketing spend is forecast to reach $306 billion worldwide by 2020'

- Forrester

DID YOU KNOW

95% of our certified professionals are currently employed? Better yet, 81% were promoted after earning the certification.

The Digital Marketing Institute sets the global standard in digital marketing and selling certification. We have certified more professionals to a single digital education standard than any other certification body.

We work with digital industry experts to design and develop standards to certification that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.

Our **Certified** Professionals are Thriving

Digital Marketing Institute certified professionals now work with some of the world's leading brands.

Microsoft

facebook

ebay

Google

Twitter

3

LinkedIn

Unilever

vodafone

unicef

Symantec

hp

Virgin media

HubSpot

NIKE

BRITISH AIRWAYS

NOKIA

BT

accenture

citibank

Program
Overview

Who is this professional certification for?

- Marketing Executives, Managers, Senior Management
- IT Managers
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

This program benefits various levels of skill and experience, and will empower you to maximize the impact of your marketing through powerful digital tools.

What will you learn?

By earning this certification, you will be able to:

- Increase your website's visibility through Search Engine Optimization (SEO) techniques

- Drive qualified traffic to your website through Pay-Per-Click (PPC) advertising

- Execute digital display campaigns

- Capture, segment and manage email subscribers so you know how to 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

How do you earn your certification?

Our global network of approved partners offer our professional certification in digital marketing in a variety of ways:

Instructor led
This ensures you can learn in a classroom-based setting through group workshops or lectures from experts with both theoretical and real life experience of digital marketing.

Online
You can take advantage of 24/7 access to video lectures, slide presentations, practical exercises and interactive quizzes at your own pace. A supportive student network is also available to tap into as and when required.

Blended
A mixture of instructor-led and online, this enables you to combine the way you learn through web-based learning with traditional classroom methods.

Whatever way you decide to learn, our network of partners will help you become skilled and certified in the realm of digital marketing.

Program Learning Outcomes

Becoming a Certified Digital Marketing Professional will ensure you are equipped with the tools and skills needed to create a cohesive, effective online marketing strategy.

There are ten modules in the program that cover in detail all of the disciplines involved in best practice digital marketing:

1. Introduction to Digital Marketing

2. Search Marketing: SEO

3. Search Marketing: PPC

4. Digital Display Advertising (DDA)

5. Email Marketing

6. Social Media Marketing (Part 1)

7. Social Media Marketing (Part 2)

8. Mobile Marketing

9. Analytics

10. Strategy & Planning

"The learning doesn't stop when you leave the lectures. If you're truly passionate about what you're doing, there is a wealth of podcasts, blogs, books, webinars and other content online that will help grow your knowledge."

Gavin O'Leary
Community Manager at In the Company of Huskies

Read Gavin's story at digitalmarketing**institute**.com

Introduction to Digital Marketing

The Introduction to Digital Marketing explores how to harness the power of digital within the context of your organization's marketing strategy. You will gain a fundamental understanding of the core principles of digital marketing, and be able to distinguish between traditional and digital techniques.

This module will provide you with an understanding of what is involved in creating and implementing effective digital marketing campaigns.

It also introduces the foundational aspects of digital marketing and covers areas including: search, digital display, email marketing, social media and mobile marketing, as well as analytics.

You will understand how to develop an integrated and effective digital marketing plan that incorporates these various specialisms. In addition, you will know how to conduct ongoing analysis and measurement in order to manage and evaluate your digital marketing efforts and budgets.

Topics covered include:

The Digital Marketing Institute Method

- Definition of the Digital Marketing Institute Method
- Principles
- Our Tools
- The Digital Marketing Institute Framework
- The Digital Marketing Institute Quality Scale

Digital Marketing

- Key Concepts of Digital Marketing
- Traditional v. Digital Marketing
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing
- Market Research v. Market Reality

Search Marketing: SEO

The Search Marketing: SEO module will help you to understand the concept of Search Engine Optimization and how you can leverage key techniques to improve your website's organic ranking on search engine results pages (SERPS) to drive more traffic. It also covers key terminology and technical insights necessary to cultivate an effective SEO strategy.

You will explore keyword research and the process of selecting suitable keywords for your website, as well as other types of optimization for online content. You will understand how to create and include effective content and use meta-tags throughout your website.

The module will also explore how websites are viewed and evaluated by search engine spiders, and how to speed up the indexation process. You'll learn about a range of specialist tools that are available to help common search engines find, view and rate websites.

The module will also cover off-page elements of optimization including inbound linking and techniques that can boost a website's inbound link popularity. You will recognize how SEO is content-driven, and understand the importance of creating fresh, relevant and original content to enhance your ranking.

This SEO module will enable you to monitor and manage your SEO activity by setting a baseline and regularly measuring activity against your pre-determined goals.

Topics covered include:

- Key SEO Concepts
- Search Results & Positioning
- Benefits of Search Position
- Stakeholders in Search
- Mechanics of Search
- On-Page Optimization

- The SEO Process
- Customer Insights
- Analysis & Review
- Keyword Research & Selection
- Content Updates & Layout
- Meta Tags

- SEO Site Map
- SEO Google Search Console
- Off-Page Optimization
- Inbound Links & Link Building
- Ranking
- Laws & Guidelines

Search Marketing: PPC

The Search Marketing: PPC module will teach you about the importance of Pay-Per-Click Advertising, and how it can be used to effectively drive quality traffic to your website, as well as the accompanying terminology and technical skills.

During the module, you will understand how to set up a Google AdWords account and develop an AdWords campaign through three key elements: keyword research, ad copy and landing pages. The module also addresses AdWords campaign settings and ongoing campaign management.

You will be able to conduct keyword research and know the range of specialist tools that are available to help run and administer effective PPC campaigns in order to maximize your advertising spend. This will enable you to analyze current search marketing activity and tailor and target campaigns to enhance engagement rates. You will recognize the features of effective, optimized ads and develop skills in writing compelling and targeted ad copy.

Finally, this module ensures you know how to set and manage budgets for AdWords campaigns and measure and analyze their effectiveness through the generation of detailed reports.

Topics covered include:

- Key PPC Concepts
- Strengths of Pay Per Click
- Keyword Research
- Google PPC
- Research Tools
- Search Campaign Process
- Keyword Selection

- Ad Copy
- Landing Pages
- Targeting
- Budgets
- Scheduling
- Display Networks
- Ad Centre

- Campaign Management
- Conversion Tracking
- Conversion Metrics: CPA, CTR
- Bidding
- Analytics
- Laws & Guidelines

Digital Display Advertising

The Digital Display Advertising module will help you to create and implement effective digital display advertising campaigns. It covers the core concepts and terminology associated with digital display advertising as well as key campaign aspects including: ad formats, campaign setup and planning, target audience definition and publisher selection, campaign administration, budgeting (including different pricing metrics), measurement and optimization.

The module will reference different display advertising campaigns, and use a wide range of ad campaign examples showcasing strong ad creatives to demonstrate how different formats can be applied and published.

You will learn about the wide range of display ad formats and how to carefully choose the most appropriate one/s for your target audience segments.

In addition, you will know how to develop clear objectives, deploy a campaign and then measure and optimize your campaign based on analytics. You will also be able to research and use a range of campaign publishers.

Topics covered include:

- Key Digital Display Concepts
- Benefits of Digital Display
- Challenges of Digital Display
- Business Value
- Running Effective Ads

- Ad Formats
- Ad Features
- Ad Display Frequency
- Campaign Planning
- Campaign Steps
- Target Audience
- Campaign Objectives

- Campaign Budget
- Creative Formats
- Targeting
- Tracking your Campaign
- Optimizing the Campaign
- Laws & Guidelines

Email Marketing

The Email Marketing module will enable you to construct and deliver an effective email marketing campaign. The module will cover the four foundational aspects of email marketing: data capture and subscriber segmentation, email design and content, email delivery, and measurement and reporting.

This module will enable you to plan a marketing segmentation strategy for your target audience and identify aspects of effective email design in terms of user-centric content, coherent layout and an attractive aesthetic. You will also understand how to grow and manage a subscriber database, and the unique features of Email Service Providers and software solutions.

With knowledge of split testing, you will be able to use key metrics to report on the effectiveness of your campaigns, including open rates, Click-Through-Rates (CTR), unsubscribes and bounces. You will also know how to monitor and evaluate email marketing analytics.

Topics covered include:

- Key Email Marketing Concepts
- Campaign Process
- Online Data Capture
- Offline Data Capture
- Segmentation
- Email Design

- User Behavior
- User Characteristics
- Email Copy
- Email Structure
- Email Delivery
- Email Systems
- Filtering

- Scheduling
- Measurement
- Key Terms & Metrics
- Split Testing
- Laws & Guidelines

Social Media Marketing (Part 1)

The Social Media Marketing (Part 1) module covers the key concepts and terminology used in social media marketing and its primary platforms including Facebook, Instagram, Twitter, Periscope and LinkedIn.

This module will help you set up and prepare social media marketing initiatives. It covers defining goals and setting Key Performance Indicators (KPIs) for your social media campaigns and explores a range of core social media platforms.

You will understand how to develop the knowledge and skills to effectively engage with customers across a diverse range of social media platforms. This will help you appreciate current trends and innovations in the social media space, and spot opportunities to convert the "always connected" social consumer.

Finally, this module will ensure you can recognize the suitability of different social platforms for your objectives so you can select and prioritize those that align with different goals for your organization, customers, products and services. You will recognize that different social media communication styles may apply for different target audiences and be able to implement them appropriately.

Topics covered include:

- Key Concepts of Social Media
- Content Planning and Scheduling
- Social Media for Business
- Social Media Goals
- Setting Goals and Priorities
- Facebook Features
- Facebook Business Page

- Facebook Messenger for Business
- Facebook Apps
- Instagram Features
- Third Party Apps for Instagram
- Instagram Best Practice
- Twitter Features
- Twitter Chat

- Twitter Profile set-up
- Twitter Lists
- Periscope
- LinkedIn Setup & Profile
- LinkedIn Groups
- LinkedIn InMail
- LinkedIn Company Page
- LinkedIn Recruitment

Social Media Marketing (Part 2)

The Social Media Marketing (Part 2) module will help you develop the skills needed to implement the full range of social media tools and platforms to cultivate and sustain relationships with customers.

It builds upon Social Media Marketing (Part 1) and expands upon the topics and platforms introduced. In this module, you will understand the challenges involved in implementing an effective social media strategy for your business, especially when using paid advertising options.

You will cover some supplementary social media channels such as YouTube, Google+ and Pinterest and learn the importance of these for achieving specific social media goals. Using advanced features including individual native analytics platforms, such as Facebook Insights and Twitter Analytics will also be covered. This will allow you to become familiar with how to schedule, manage and report on your campaigns and social media activity.

Finally, you will be able to measure and optimize your social media campaigns and be aware of the relevant privacy laws in this area.

Topics covered include:

- Google+ Brand Page
- Google+ and SEO
- Google Hangouts
- Pinterest Profile
- Pinterest Advertising
- Pinterest Business Accounts
- Facebook and Instagram Advertising Types
- Facebook and Instagram targeting
- Facebook and Instagram Ad management
- Facebook and Instagram Analytics
- Facebook insights
- Twitter Advertising
- Twitter Ad targeting
- Twitter Audience Platform
- Twitter analytics
- LinkedIn Advertising
- LinkedIn Ad Targeting
- LinkedIn Analytics
- YouTube Account Basics
- YouTube Channels
- YouTube Content types
- YouTube Advertising
- YouTube Analytics
- Social Media KPIs

Mobile Marketing

The Mobile Marketing module will help you create and deliver effective mobile marketing campaigns. You will cover the key concepts that underpin mobile marketing, and understand the value of immediacy, mobility and personalization within any mobile marketing activity. You will also understand the importance and key components of a mobile-optimized website.

This module will enable you to recognize the key attributes of effective mobile apps and take the 7 necessary steps to create one that is effective. You will explore mobile search, its differences and similarities to desktop search and the role of AdWords in mobile search.

By understanding the necessary knowledge and skills, you will know how to utilize the power of mobile technologies as a way to access increasingly mobile consumers. You will look at the emergent trends within the mobile space and recognize the opportunities to convert "always on" mobile users, and interact effectively with specific audiences based on context and location.

In addition, you will explore mobile advertising and the range of technologies that are available to help engage with consumers such as SMS, NFC, mobile sites, apps and Bluetooth. You will also recognize the importance of suitable campaign messaging, and the need to validate marketing activity with campaign trials, reviews and ongoing analytics and measurement.

Topics covered include:

- Key Mobile Marketing Concepts
- Trends in Mobile
- Opportunities & Risks
- Mobile Devices
- SMS Content
- SMS Strategy
- Mobile Advertising
- Mobile Optimized Websites

- Mobile Apps
- Attributes of Effective Apps
- Digital Marketing Institute 7 Step Process for Mobile Apps
- Proximity Marketing
- Bluetooth
- Mobile Coupons & Ticketing

- Implementation
- Strategic Steps
- Marketing Goals
- Review & Testing
- Social Media Channels
- Laws & Guidelines

Analytics

The Analytics module will help you develop the knowledge and skills required to measure, monitor and optimize your digital marketing activity. This will equip you with the technical understanding and insights to build an online reporting structure for your business.

In order to monitor and measure online traffic, you will know the range of specialist tools on offer. You will also explore the business benefits of using analytics tools as a standard.

This module will teach you to set up accounts, views and permissions and apply analytics tracking across your website(s). You will understand the importance of aligning business KPIs with your analytics goal configuration and learn how to utilize the features of Google Analytics to develop a detailed profile of your target audience (location, demographics, technology, devices, and interests).

You will be able to assess the effectiveness of a website in terms of its technical performance and speed and measure levels of user engagement and conversion by tracking activities such as downloads, video views, purchases and registrations etc.

Finally, you will be able to output a range of standard reports from analytics such as visitors, traffic, content, goals, e-commerce, AdWords and event tracking. You will be capable of creating and scheduling customized reports as and when required.

Topics covered include:

- Key Analytics Concepts
- Goal Set-up
- Account Set-up
- Analytics Code
- Analytics Profiles
- Goal Configuration & Funnels
- Audience
- Dashboard

- Technology
- Advertising
- AdWords Campaigns
- Traffic Sources
- Scheduling & Delivery
- Bounce Rate
- Site Speed
- Site Search
- Events

- Conversions
- eCommerce
- Reporting
- Real Time Reporting
- Intelligence Reporting
- Customized Reporting
- Laws & Guidelines

Strategy and Planning

The Strategy and Planning module provides the skills to create a formal digital marketing plan for your organization, enabling you to work effectively with a digital agency or external contractors as required, and establish an approach that will allow you to implement a successful digital marketing strategy.

This module is based on the Digital Marketing Institute methodology, which consists of a process based on three distinct parts:

Initiate includes a situation analysis exercise, a formal information gathering process, and an audience definition exercise.

Iterate develops a set of clear and meaningful objectives for the digital marketing plan. An action plan is developed to provide a coherent project structure, including milestones, deliverables and resources.

Integrate emphasizes the importance of an iterative process of monitoring, analysis and enhancement based on the performance of digital marketing activities and campaigns.

This module brings together all the strands of the Professional Certification in Digital Marketing to create a coherent digital marketing plan based on our proven planning methodology and process.

Topics covered include:

- Key Strategy & Planning Concepts
- First Steps
- Planning
- Situation Analysis

- Information Gathering
- Target Audience
- Setting Objectives
- Appropriate Tools
- Action Plan

- Setting the Budget
- Measurement
- Iteration & Enhancement
- Laws & Guidelines

pwc

"Having seen a huge opportunity in digital marketing with a number of companies that I worked with, I decided that I would like to move my career towards a more focused marketing direction, specifically in digital... This allowed me to improve my prospects and step into a role that allowed me to really progress within the field."

Roisin Milmoe
Digital Content Manager at PWC

Read Roisin's story at
digitalmarketinginstitute.com

Certification Assessment

The assessment is based on a formal computer-based examination that will measure an individuals' knowledge and digital marketing proficiency following completion of the program.

The duration of the exam is 180 minutes.

A range of different question formats are used including Text based Multiple Choice; Image-based Multiple Choice, Matching and Hot Spot questions.

Our computer-based examinations are delivered through the Pearson VUE test center network which comprises over 5,200 centers in 180 countries.
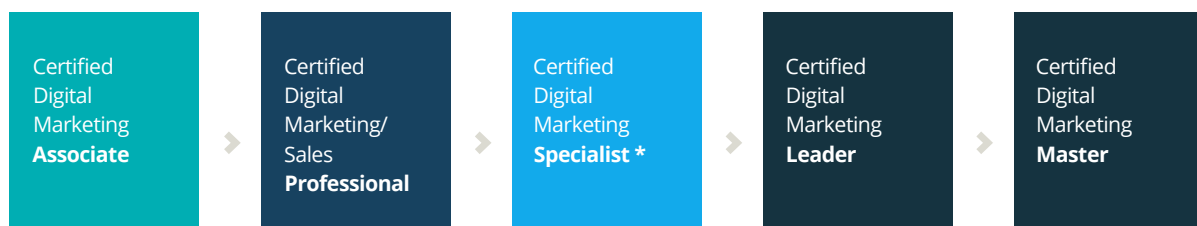
We choose to deliver our exams through Pearson VUE as it provides students with a quality, consistent examination, no matter where they are in the world.
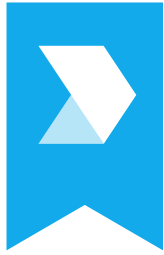
Certification Roadmap

As the leading global certification body in digital marketing, the Digital Marketing Institute provides professionals with a roadmap that can transform and drive their careers. The aim of our suite of certifications is to enable professionals - at all stages of their career - to learn relevant and industry aligned skills that can be applied to any role to drive career success.

From understanding the essential fundamentals of digital marketing, professionals can progress to learning more specialist skills in areas such as search and social media. For professionals looking to move onto a leadership role or become an expert in digital marketing, our Leader and Master are the ideal certifications to excel in the industry.

| Certified Digital Marketing **Associate** | > | Certified Digital Marketing/ Sales **Professional** | > | Certified Digital Marketing **Specialist *** | > | Certified Digital Marketing **Leader** | > | Certified Digital Marketing **Master** |

* There are 3 specialist certifications which include: Search Marketing, Social Media Marketing, Digital Strategy & Planning

Subject Matter Experts

Delivered by industry leading experts, this certification program will introduce you to the most relevant and transformative aspects of digital marketing.

Our specialist product team work closely with subject matter experts to create, review and update the certification learning outcomes on a regular basis. This ensures that what you learn is instantly applicable to any role and aligned to the needs of industry.

They collaborate with the Digital Marketing Institute on the design and development of program materials, so your learning is shaped by their practical experience, expert insight and case studies.

"

88% of our certified professionals work in senior roles or at management level

Alumni Survey 2016

"The importance of digital marketing has grown enormously in recent years, as online becomes the standard way of reaching large audiences. The DigitalMarketing Institute has established itself as the leading authority in digital marketing and (our) strategic partnership will enable us to offer internationally recognized certification in digital marketing to our partners."

- Bernd Taselaar CEO, EXIN

EXIN

Industry Advisory Council

Representing the world's largest and most influential digital brands, validates all Digital Marketing Institute program content.

By providing expert review and recommendations on a regular basis, the Council ensures that our certified professionals have learned the most up to date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Industry Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

The Industry Advisory Council includes experts from

Global Partners

Digital Marketing Institute certifications are available through our global network of partners.

Approved and trained by us, our partners are licensed to deliver our certification programs across the U.S., Europe, Asia, Africa, Middle East and Latin America. With subject matter experts trained by the Digital Marketing Institute, our global network of partners bring local knowledge to local markets to make earning your certification as rewarding as possible.

AUTHORIZED PARTNER

digitalmarketing**institute**.com

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