CHIEF INTERNET MARKETER

NEW & UPDATED

Certified Digital Marketing Professional

ENTRY-LEVEL 30 HOURS STUDY ONLINE

www.chiefinternetmarketer.com

Validated by the Global Industry Advisory Council. Including

Google facebook IBM Microsoft LinkedIn Coca-Cola The Economist

CERTIFIED
DIGITAL MARKETING PROFESSIONAL
digitalmarketinginstitute.com

Content

Become a **Certified** Digital Marketing Professional

Welcome

Program Overview

Program Modules

Program Delivery

Certification Assessment

Certification Roadmap

Subject Matter Experts

Industry Advisory Council

Global Partners

Membership

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.

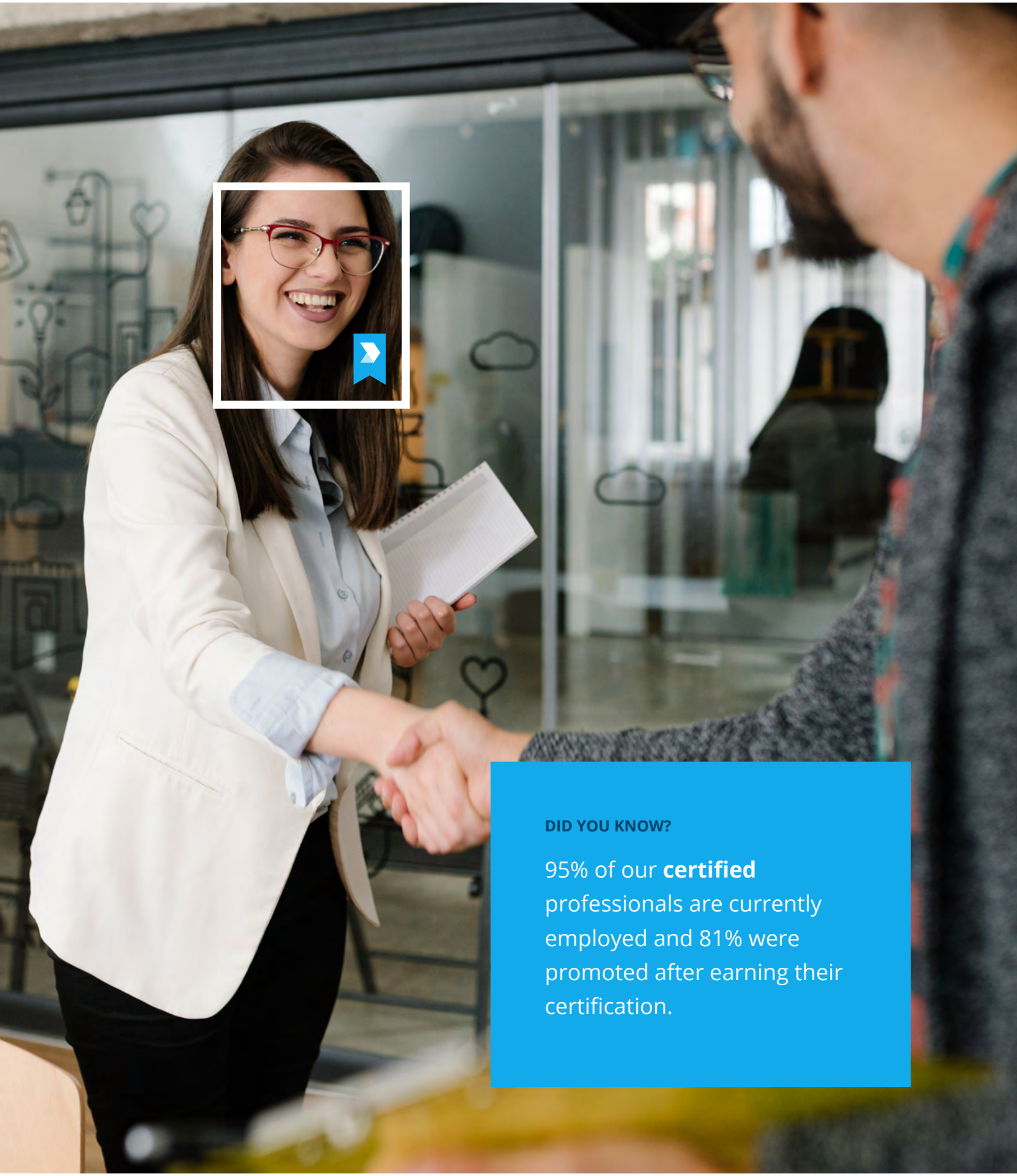
That's why we have designed a professional certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in your field.

With over 20,000 certified professionals and 27,000 alumni members 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.

CIM
CHIEF INTERNET MARKETER



DID YOU KNOW?

95% of our **certified** professionals are currently employed and 81% were promoted after earning their certification.

CIM and the DMI 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.

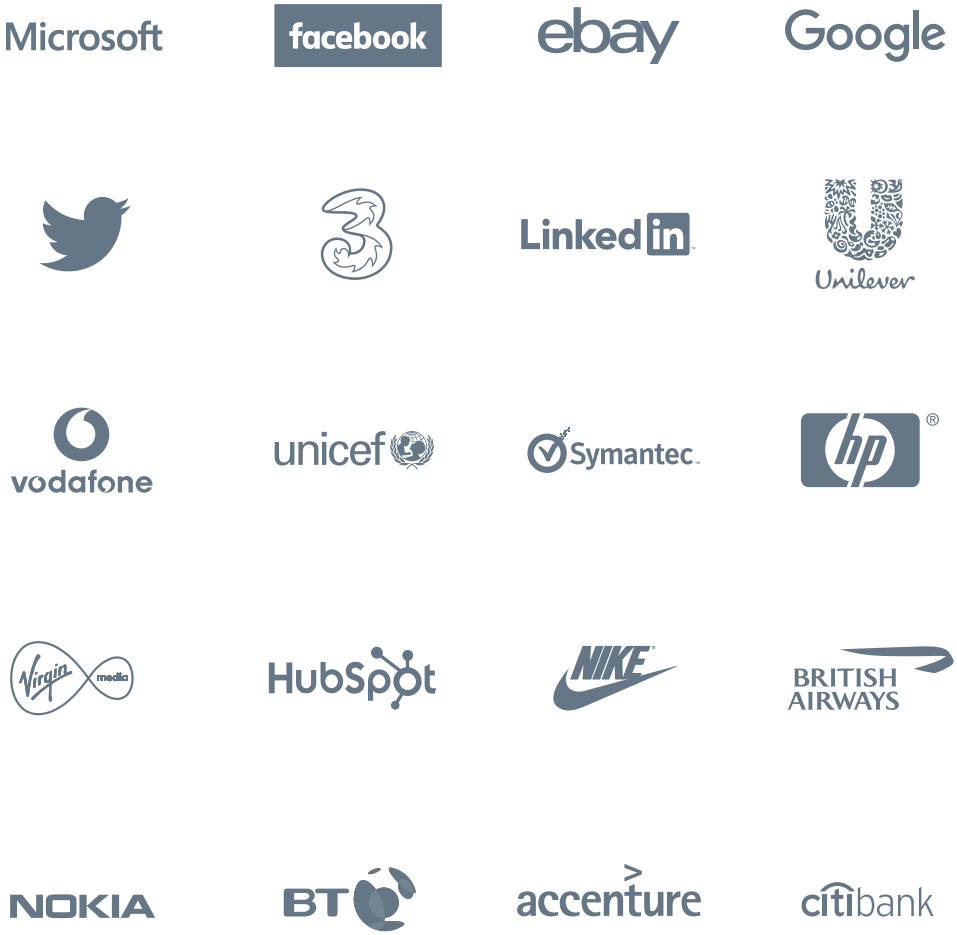
We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

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 Institute-based certification programs are credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF) and corresponds to Level 5 on the European Qualifications Framework (EQF). Validation of our programs with the SQA provides a secondary level of quality assurance. Students are not registered nor certified by the SQA as part of their program. SQA validation and certification does not transfer to partner programs.

Our **Certified** Professionals are thriving

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

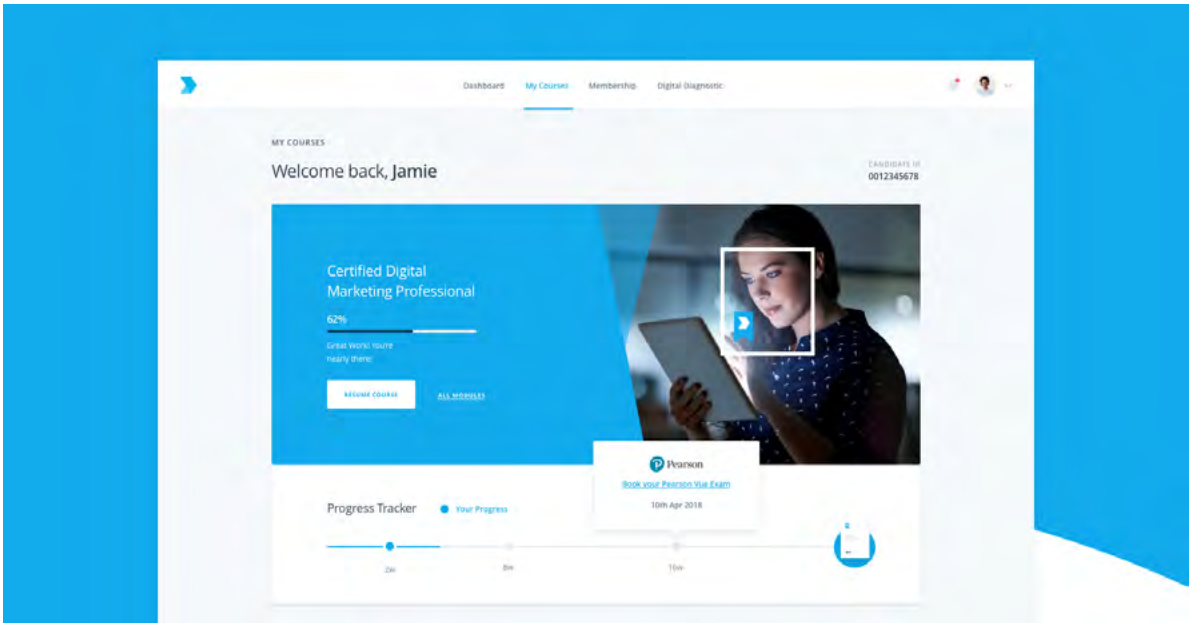


ALL NEW!

Enhanced for a Better Learning Experience

To ensure our professional courses align with industry and the needs of the job market, we continuously update our learning content.

Our new **Certified Digital Marketing Professional** program not only boasts up-to-date and relevant content, but you will learn on a new highly interactive platform that will enhance and simplify your learning experience.



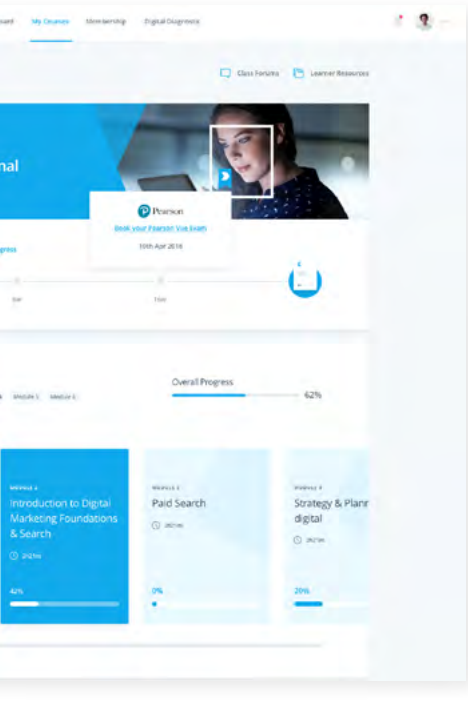
What's New?

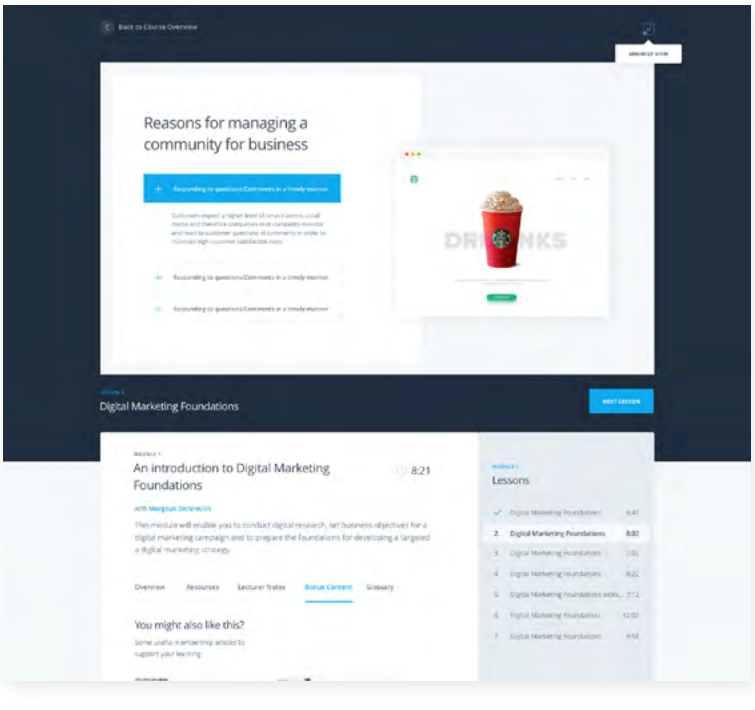
- Four new modules (incl. Google Analytics & digital strategy)
- Up to 60% more learning interactions
- Bite-sized modules (2-10 minutes)
- A mix of video and HTML5
- Over 130 topics with new learning interactions
- More practice and how-to demonstrations
- Improved practical exercises
- A new practice exam and test
- Access to our membership platform

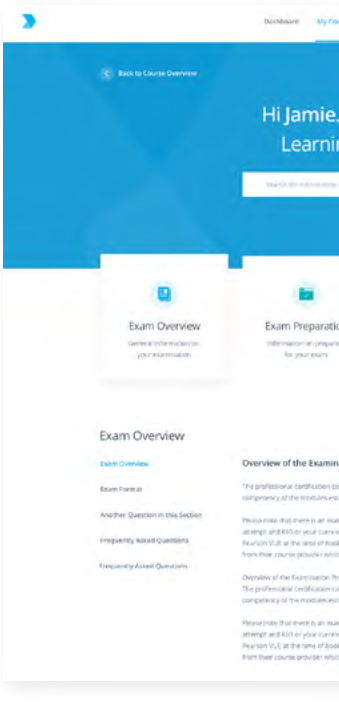
ALL NEW!

Introducing your new Learning Platform

Designed with your needs in mind, the new Learning Management System will provide a rich and immersive learning experience across all devices from desktop to mobile to tablet.







Features Include:

- Topic lists to provides a single 'learning stream'
- One-click access to key elements in the learning journey
- Highly intuitive navigation
- Easy tracking and progress check-ins
- An enhanced learning journey and 'emotional experience'
- Contextual and supportive messaging throughout

Program Overview

The Certified Digital Marketing Professional program is aimed at:

- Traditional Marketers and Marketing Executives
- Marketing Managers and Senior Management
- IT Managers
- Small Business Owners
- Career Changers
- Entrepreneurs
- Those responsible for developing or implementing a digital marketing strategy for their organization
- Anyone in marketing or business who wishes to demonstrate proficiency in digital marketing

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 subscribers to plan and execute a successful email marketing campaign
- Use suitable social media channels to grow and engage an audience
- Measure and optimize 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 Modules

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

There are ten modules in this program that provide in-depth coverage of all of the key disciplines required for best practice digital marketing, which include:

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

"Between the course management team, comprehensive learning content and weekly blogs on the Digital Marketing Institute website, I felt that my learning experience was very well supported overall."

Anna Moldovan
Google
Account and Industry Manager

Google

MODULE 1

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 campaign by connecting effectively with your customers and targets.

Through this module you will be able to differentiate between inbound and outbound marketing strategies and distinguish between examples of digital media. It will also explore the difference between traditional and digital marketing helping you realize the benefits of using them in combination.

At the end of the module, you will know how to develop clear and actionable objectives for a digital marketing plan using SMART objectives and use digital research and social listening to gain insights into your competitors, audience and industry.

Topics covered include:

Principles of Digital Marketing
- Inbound and Outbound Strategies
- Digital Media Examples
- Traditional vs. Digital Marketing
- Principles of DMI's 3i Methodology
- Digital Channels

Developing Objectives
- SMART Objectives

Digital Research
- Audience Research
- Social Listening Platforms
- Social Listening and Audience Research Tools

Cultural Research
- Competitive Research Platforms and Tools
- Industry Trend Research
- Digital Research

Connecting with the Customer
- The Buyer's Journey
- Five Marketing Functions
- 360 Digital Marketing Campaign
- Marketing Functions and Buyer Journey Stages
- Digital Marketing Concepts, Principles, Procedures and Tools

MODULE 2

Content Marketing

This module introduces you to the key principles of content marketing to enable you to align content effectively with the buyer journey.

You will explore 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 and curation, along with how to extend its value using scheduling tools and promotion methods.

The Content Marketing module concludes by examining the key metrics and tools for measuring the performance of a content marketing strategy.

Topics covered include:

Content Marketing Concepts and Strategy
- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management
- Content Marketing Strategy

Using Content Research to Find Opportunities
- Website Hosting Options
- Social Listening
- Competitor Content Analysis
- Content Audit

Developing a Content Marketing Plan
- Content Marketing Goals
- Content/Business Goal Alignment
- Customer Personas
- Content Topics
- Content Calendar
- Content Management Systems

Creating and Curating Content
- Content Stakeholders
- Content Types and Formats
- Content Tools
- Content Creation and Curation
- Content Creation Best Practice
- Brand Components
- Content Personalization

Publishing and Distributing Content
- Content Platforms
- Benefits and Challenges of Content Seeding
- Content Scheduling Techniques and Tools
- Content Promotion Strategies

Metrics and Performance
- Content Marketing ROI
- Content Marketing Metrics
- Metrics and Content Marketing Strategy

MODULE 3

Social Media Marketing

The Social Media module introduces the key platforms for digital marketing and demonstrates how to set up a social media experience for a business.

You will be able to identify the benefits of social media marketing and differentiate between the most influential networks and their advantages. As a result, you will understand the techniques and best practices for growing and engaging an audience and demonstrate how to create effective paid advertising campaigns on key social platforms. In addition, you will understand how to build, manage, and sustain an active social media community.

The module also covers how to extract and report on data from the platforms' native analytics tools to derive deeper audience and campaign insights.

Topics covered include:

Key Social Platforms for Digital Marketing
- Benefits of Social Media Marketing
- Social Media Marketer Responsibilities
- The Buyer's Journey Stages
- Influential Social Media Platforms
- Key Terminology

Setting up a Social Media Experience for a Business
- Best Social Media Account Practices
- Facebook for a Business
- Twitter for a Business
- LinkedIn for a Business
- Instagram for a Business
- Snapchat for a Business

Growing and Engaging an Audience
- Community Techniques and Best Practices
- Content Sharing Best Practices
- Sharing Stories Best Practices
- Video Content Best Practices
- Hashtag Usage Best Practices
- Twitter Content Best Practices
- LinkedIn Content Best Practices
- Instagram Content Best Practices
- Snapchat Content Best Practices

Creating and Optimizing Social Media Campaigns
- Campaign Set-up
- Facebook and Instagram Business Manager
- Twitter Ads Manager
- LinkedIn Campaign Manager
- Snapchat Ad Manager

Developing Data-Driven Audience and Campaign Insights
- Campaign Tools Analysis
- Facebook Tools and Analytics
- Twitter Tools and Analytics
- LinkedIn Tools and Analytics
- Instagram Tools and Analytics
- Snapchat Analytics and Campaigns

MODULE 4

Search Engine Optimization (SEO)

The SEO module begins with the fundamentals of search engine optimization 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 a content plan that attracts and engages the right kind of visitors.

The module also explores how to boost online conversions to help stand out in today's fiercely competitive online marketplace and ensure the best possible Return on Investment (ROI).

Topics covered include:

SEO Fundamentals
- Paid and Organic Search
- Key SEO Components
- Search Engine Introduction
- Common Search Query Types
- SERP (Search Engine Results Pages) Components

Aligning SEO and Business Objectives
- SEO Objective Types
- Create and Implement SEO Objectives

Keywords and SEO Content Plan
- Keyword Research Benefits
- Short and Long Tail Keywords
- Conduct Keyword Research
- Convert Keywords into SEO Content

Optimize Organic Search Ranking
- Technical Components for Visibility
- On-page Optimization
- Off-page Optimization
- SEO Audit

Measuring SEO Performance
- Traffic Sources
- SEO Metric Types
- Success Measurement

MODULE 5

Paid Search (PPC) using Google Ads

This module begins with the fundamentals of paid search and it's benefits and demonstrates how to implement and manage Pay-Per Click (PPC) campaigns using Google Ads.

Through the Paid Search Module, you will understand 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.

Topics covered include:

Fundamentals of Paid Search
- Paid vs. Organic Search
- Customer Use of Search Engines
- Paid Search Benefits
- Elements of Paid Search Campaigns

Paid Search Campaign Creation with Google Ads
- Google Ads Manager Account vs. Child Account
- Google Ads Best Practice
- Google Ads Account Elements
- Paid Search and SEO Keyword Research
- Google Ads and Paid Search Campaigns

Search Campaign Management
- Advertising Budget Management
- Google Ads Bidding
- Google Ads Bid Simulator Tool
- Optimize Paid Search Campaigns
- Google Ads Editor

Paid Search Campaign Measurement
- Paid Search KPIs
- Conversion Tracking
- Success Metrics
- Google Analytics Measurement
- Google Analytics and Search Console Reporting

MODULE 6

Display and Video Advertising

The Display and Video Advertising 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 within Google Display Network and YouTube and shows you how to set up and manage campaigns.

You will also understand how to apply audience and contextual targeting, exclusions, remarketing, and bid adjustments to target display and video ads at the right audience.

By the end of the module, you will be able to identify the key metrics and tools to use to analyze and optimize the effectiveness of campaigns.

Topics covered include:

Fundamentals of Display and Video Advertising
- Key Concepts, Benefits and Value
- Key Advertising Platforms
- Advertising Buying Mechanisms
- Strategy Objectives

Creating and Managing a YouTube Channel
- YouTube Channel Setup
- Video Best Practices
- Content Management Best Practices
- YouTube Analytics and Reporting

Google Display Network and Video Ad Formats
- Google Display Network Campaign Types
- Ad Formats and Sizes

Creating Display and Video Campaigns
- Google Ads Display Ad Campaign
- Responsive and Non-responsive Ads
- YouTube Channel and Google Ads Linking
- Standard Video Ad Campaigns
- YouTube Ads

Targeting Display and Video Campaigns
- Targeting Types
- Audience Targeting
- Contextual Targeting
- Advanced Google Ads Features
- Configure Ad Exclusions
- Remarketing Options
- Bidding Strategy

Measurement and Optimization
- Key Display Campaign Metrics
- Video Campaign Metrics
- Performance Analysis of Display Campaigns
- Performance Analysis of Video Campaigns
- Impact Performance Analysis
- Campaign Optimization

MODULE 7

Email Marketing

The Email Marketing module begins with the fundamentals of email marketing and how the concepts of segmentation, personalization, timing, and engagement along with 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 also comprehensively explores how to create, test, and optimize an email campaign that maximizes open and Click-Through-Rates (CTR) and provides an overview of the value provided by marketing automation tools.

By the end of this module, you will have a comprehensive understanding of all the elements involved in an email marketing strategy.

Topics covered include:

Email Marketing Fundamentals
- Key Concepts
- Inbound Email Marketing
- Legislation and Regulations e.g. Permissions and Data Protection

Tools and Strategy
- Key Strategy Principles
- Email Service Providers
- Recipient Sources
- Contact Databases

Email Design
- Email Writing and Design
- The Buyer's Journey Alignment
- Subject Lines
- Copy Essentials
- Design Best Practices
- Call-to-Actions (CTAs)
- Image Best Practices

Creating an Effective Email Campaign
- Email Campaign Creation
- Delivery Factors
- Delivery and Placement Challenges
- Campaign Management Best Practices

Testing and Optimizing an Email Campaign
- Test Components
- A/B Testing
- Key Campaign Measurement Metrics
- Optimize Open and Click Through Rates
- Mobile Optimization
- Bounce Rates and Unsubscribes

Marketing Automation
- Benefits of Automation Tools
- Key Process Building Blocks

MODULE 8

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 specific business goals.

Additionally, you will understand design principles and best practices for copy and A/B testing along with exploring User Experience and User Interface as part of user centric design.

The Website Optimization module also covers how to use metrics to capture, track, and measure website activity to develop deeper insights.

Topics covered include:

Web Design and Website Optimization
- Website Optimization and SEO
- Optimization and Digital Marketing Strategy
- Design, Construction, Maintenance and Optimization in a Marketing Context
- Key Components of Web Design

Publishing a Basic Website
- Website Hosting Options
- WordPress.org Setup
- WordPress Themes

Design Principles and Website Copy
- Web Design Principles
- Mobile-First Design and SEO
- Copy Best Practice
- A/B Best Practice Testing

User-Centered Design and Website Optimization
- UX and UI Design, Benefits and Principles
- UX Assessment
- User Experience Improvement and User-Centered Design Methods
- Key Optimization Performance Factors

Website Metrics and Developing Insight
- Website Monitoring
- Evaluation Tools
- Implement Monitoring and Optimization Best Practice

MODULE 9

Analytics with Google Analytics

The Analytics 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 setup and configure Google Analytics and install tracking codes to glean insights about traffic and audience.

In this module, you will also explore setting campaign goals to analyze performance and customer conversion journeys.

At the end of the module, you will be able to use Google Analytics reports and features to monitor and analyze digital campaigns.

Topics covered include:

Web Analytics Fundamentals
- Insight Types for Digital Marketers
- Analytics Tools for Data Collection, Measurement and Analysis
- Google Analytics Benefits and Limitations
- Analytics Reporting Terminology
- Legal Requirements, Responsibilities and Best Practice

Creating and Configuring a Google Analytics Account
- Account Setup
- Tracking Code Installment
- Key Settings and Navigational Functions
- Account Settings and Filters
- Benefits and Risks of Sharing Access
- Linking Google Analytics and Other Tools

Setting Goals with Google Analytics
- Setup Goals
- Match Website Activity to Goals
- Use Goal Funnels to Analyze Customer Conversion Journey

Monitoring Campaigns with Google Analytics Reports
- Campaign Types
- Audience, Acquisition, Google Ads, Behavior, Events and Conversion Reports
- Multichannel Funnels Reporting

Analyzing and Recording Google Analytics Data
- Track Traffic Changes in Real-Time
- Custom reporting, Annotations and Custom Segments
- Standardized Data Process

MODULE 10

Digital Marketing Strategy

The Digital Marketing Strategy module identifies the core components of an effective digital marketing strategy and explains how to develop a successful budget plan and measure the ROI for digital activities.

It demonstrates how to set clear and actionable objectives and measurable Key Performance Indicators (KPI's) 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.

By the end of the module, you will know how to execute a digital marketing strategy supported by a channel plan, a paid media plan, a campaign action plan, and succinct strategy documentation.

Topics covered include:

Digital Strategy Fundamentals
- Core Digital Marketing Strategy Components
- Strategy Purpose
- Strategy for plan communication
- Digital Marketing and Digital Media
- Resource Mapping
- Budget Planning
- ROI and Success Metrics

Setting Strategy Objectives and KPIs
- Common Business Objectives and Campaign Expectations
- Identify and Distinguish KPIs
- Past Performance and Industry Benchmarks for Forecasting
- Regular Performance Reviews

Digital Strategy Research
- Key Research Activities
- Research Mapping
- Strong Research vs. Potentially False Reports
- Owned, Accessed and Desk Research
- Audit Factors
- Audience and Competitor Research
- Social Listening Study
- Creative vs. Media Brief

Developing a Creative Strategy
- Key Creative Strategy Ingredients
- Maximize and Repurpose Creative Output
- Content Strategy Elements
- Creative Format Specifications

Executing a Digital Marketing Strategy
- Strategy Objectives
- Optimize Channel and Budget Mix
- Media Planning for Paid Channels
- Key Campaign Components

Communicating a Digital Marketing Strategy
- Stakeholder Communication Tools
- Digital Marketing Strategy Best Practice

Program
Delivery

Supporting your online learning journey...

Our **Certified Digital Marketing programs** are available to study online via the Digital Marketing Institute's dynamic online learning environment, known as the Class Network.

How we can guide you through your online learning journey:

Access to HD video lectures with accompanying downloadable program material.

Access to discussion forums to interact with and learn from fellow students to progress through program material towards certification.

Access resources to help you with your studies including self-directed practical exercises and recommended reading.

The Class Network also contains information on the exam, which you must complete successfully to achieve certification.

Your Program Manager is available to support you during your study and assist with any administrative related queries.

The Class Network can be accessed 24/7 through your desktop or mobile device.

“When I decided to rejoin the workforce, I recognized the digital skills gap in my CV, and knew it needed to be addressed before approaching potential employers.”

Sinead Brophy-Holmes,
SaaS Sales Program Manager; Western Europe

ORACLE

Certification Assessment

The assessment is based on a formal computer-based examination that will measure 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.

The use of Pearson VUE to deliver our exams increases the value of the international certification offered by the Digital Marketing Institute and provides students with a quality, consistent examination experience, no matter where they are in the world.

CERTIFIED
DIGITAL MARKETING
PROFESSIONAL
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Certification Roadmap for Industry Professionals

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. Our suite of certifications enable marketers and sales 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 specialized skills in areas such as search and social media. For marketers looking to move into a leadership role or become an expert in digital marketing, our Postgraduate and Masters are the ideal certifications.

Foundation Certificate in Digital

Diploma in Digital Marketing

Diploma in Digital & Social Selling

Specialist Diploma in Search Marketing

Specialist Diploma in Social Media Marketing

Specialist Diploma in Digital Strategy & Planning

Postgraduate Diploma in Digital Marketing

Masters in Digital Marketing

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

Alumni Survey 2016

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 leading industry 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.

Subject Matter Experts 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.

Global Industry Advisory Council (GIAC)

The **Global 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 graduates of the Digital Marketing Institute have learned the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Global 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.

Validated by the Industry Advisory Council. Including members from:

Google facebook IBM Microsoft LinkedIn Coca-Cola The Economist

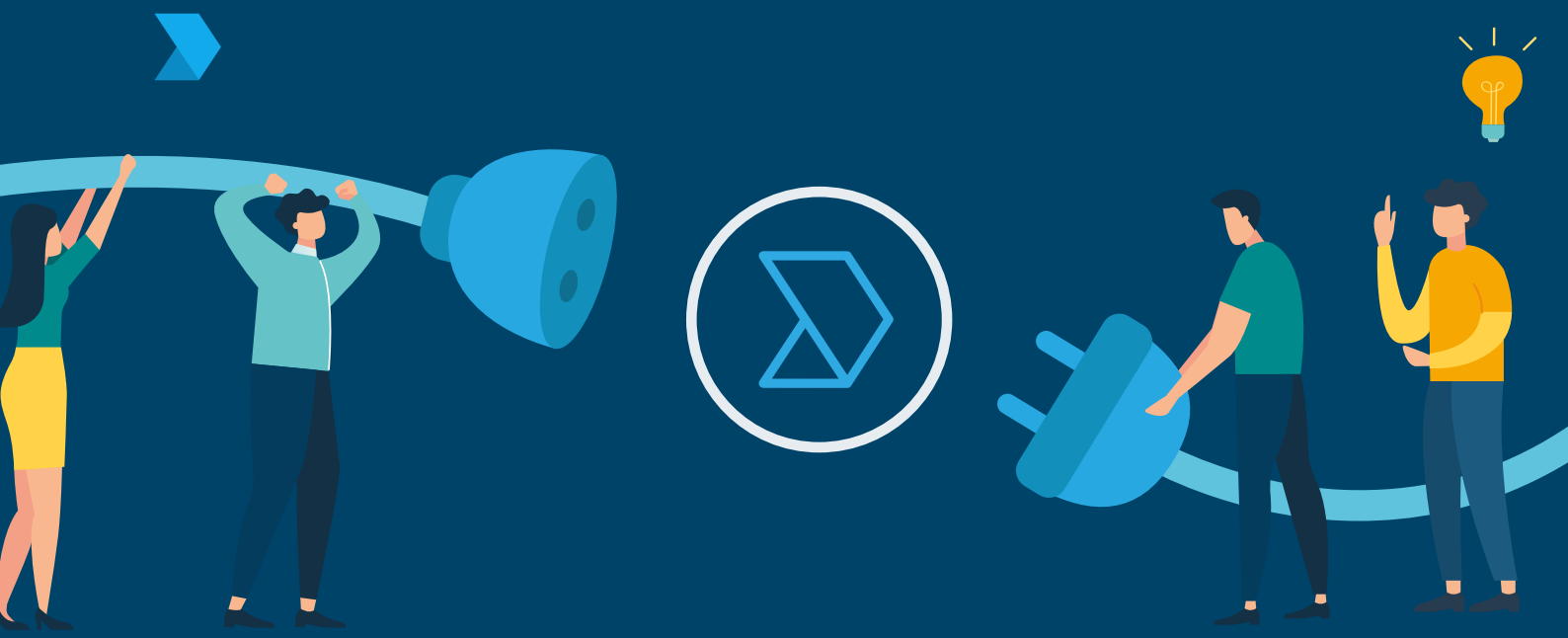
Global Partners

Digital Marketing Institute certifications are also 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



Membership

Stay Connected. Stay Relevant.

Our programs, developed in conjunction with industry giants and world-class practitioners, have helped a generation of digital professionals advance their careers.

Completing a program is a point-in-time exercise that delivers huge value, but there is a next step to maintaining the currency of skills in the ever-evolving world of digital.

Membership is that next step.

An exclusive network - and part of your certification - it delivers just-in-time training and continuous professional development, and an exclusive and evolving content library that can be used in your daily work.

Membership is about staying connected. Connected to trends in industry. Connected to experts who can bring unique insights to your work. Connected to thousands of digital alumni around the globe. Connected to opportunities.

It can provide you - as a Digital Marketing Institute certified professional - with invaluable and exclusive connections to:

- Expert, practical and thought leading content to guide your career
- High-quality templates to boost your employability
- A career zone to support professional development
- Access to the latest industry news and updates
- A Continuous Professional Development (CPD) area for certified graduates
- Just-in-Time (J-I-T) learning activities through webinars and online programs

Your digital career is evolving every day. So will your membership of the Digital Marketing Institute.

You define your career path. We'll support the journey.

"Membership is important for my professional continuous development as digital marketing is something new for me."

Anna Nazaryan

For more information

Call 248-705-1320

www.chiefinternetmarketer.com