

DIGITAL MARKETING

BUSINESS WITHOUT DIGITAL MARKETING IS LIKE FISH WITHOUT WATER

- ❗ Delivered through digital channels such as search engines, websites, social media, email, and mobile, Digital marketing employs the power of analytics to measure performance and optimize campaigns' effectiveness.
- ℹ Global spend amount would grow to 335.5 billion U.S dollars by 2020, up from 229.25 billion (2017). Based on a report by Mckinley Marketing Partners, demand for marketing talent far exceeds supply in key areas, with over half of marketing hires being digital.
Source: Statistica

Certified Digital Marketing Specialist

Duration: 5 days instructor-led course

Course Overview

Digital Marketing specialist are high in demand. According to a report by McKinley Marketing Partners (Statista), demand for marketers far exceeds supply in key marketing areas-with over half of marketing talent hires being “digital”. PayScale.com estimates that an average digital marketing manager’s annual salary averages around RM 90,799 annually (as of March 2018)

The Certified Digital Marketing Specialist (CDMS) course provides a comprehensive introduction to the core essentials of digital marketing, which is delivered through various channels such as engines, websites, social media, email and mobile. You will learn practical methods of how to marketing strategy ; how to apply successful marketing campaigns, measure outcomes and plan a marketing strategy. The course content is designed by industry experts with in-depth experience in digital marketing, strategy and planning.

Prerequisites

Students will be able to learn how to harness the power of digital marketing as a core driver of the marketing strategy for a company.

Who Should Attend

Marketers, Sales People and any Individual who wishes to deep dive into Digital Marketing as a whole, and learn how to effectively apply Digital Marketing strategies in their company’s AMP plan.

Exam Format

The CDMS Certification Exam Duration is 2 Hours, consisting of 50 Multiple Choice Questions, with a passing score of 70%. You will receive a professional CDMS Certification upon Passing the Exam.

Course Objectives

- Gain an in-depth understanding of the core essentials of digital marketing and key channels of delivery, including search engines, websites, PPC, social, email and mobile.
- Harness the power of digital marketing for your company, business or startup
- Be an informed marketing manager or practitioner who can plan, optimize and finetune marketing strategies for your company / organization.

Main Course Topics

- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) and Pay Per Click Advertising (PPC)
- Display Advertising
- Email Marketing
- Social Media Marketing
- Analytics
- Strategy and Planning
- Mobile Marketing

Course Outline

Day 1

Strategy & Planning

The Strategy and Planning module provides you with 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.

Topics include:

- Situation Analysis, Planning, Budget, Measurement
- Information Gathering & Research
- Key Strategy & Planning Concepts & Methodologies
- Best Practice Case Studies

Search Engine Marketing

This module gives you essential skills to strategies, plan and manage a Search Engine marketing campaign. You will learn how to develop an effective PPC strategy and achieve demonstrable ROI.

Topics include:

- Google AdWords
- Campaign Creation and Management
- Keyword Selection
- Conversion Tracking
- Targeting & Analytics

Day 2

Display Advertising

The module covers the core concepts associated with digital display advertising as well as key campaign aspects including ad formats, campaign setup and planning, target audience definition and publisher selection, as well as campaign administration, budgeting (including different pricing metrics), measurement and optimization.

Topics include:

- Tracking your Campaign
- Campaign Planning
- Optimizing the Campaign
- Running Effective Ads

Day 3

Social Media Marketing

In this module you will learn how to build brands, generate leads and aggregate an audience on Social Media, and also gain the skills to effectively engage with customers across a diverse range of social media platforms. From this module, you will find out how to set up social media campaigns, define goals and set KPIs.

Course Outline

Topics include:

- What is Social Media Marketing?
- Overview of Facebook, Twitter, LinkedIn, Blogging, YouTube and Flickr
- Building Brand Awareness Using Social Media
- Social Media Management
- Insights and Analytics
- Best Practice Examples & case Studies

Email Marketing

This module will teach you about a number of techniques which should be employed for effective email marketing and pitfalls to avoid. You will also learn data capture and subscriber segmentation, email design and content, email delivery, measurement and how to grow and manage a subscriber database.

Topics include:

- User Behavior
- Segmentation, Key Metrics
- Best Practice Case Studies

Mobile Marketing

This module provides you with a solid understanding of mobile platforms, examine the potential, explore examples and case studies of how mobile platforms are already being exploited and discuss the potential applications for your organization and the key strategic planning issues, particularly with a view of the “best fit” and integration with existing marketing activity.

Topics include:

- Mobile Advertising
- Mobile Optimized Websites
- Proximity Marketing

Day 4

Search Engine Optimization

The SEO module will teach you about how to leverage key techniques to improve your website's organic ranking on search engine results pages (SERPS) to drive more traffic. It covers key technical insights to cultivate an effective SEO strategy.

Topics include:

- Stakeholders in Search
- Customer Insights
- On & off-page Optimization
- Meta Tags, Layout, Content Structuring
- Internal Linking- Site Navigation

Course Outline

Day 5

Social Media Marketing

Web Analytics using Google Analytics training module provides you with techniques to get the best possible return on the investment you have already made in your website design, search engine optimization and marketing campaigns.

Topics include:

- Getting Started with Google Analytics
- Understanding Dashboard – Audience, Advertising, Traffic Source, Content, Conversions
- Taking decisions based on Analytics Reporting
- Defining Business Goals and Objectives
- Tracking Social Media Traffic
- Tracking SEO Traffic
- Integrating your Google AdWords campaigns into Google Analytics
- Measuring Tools and Methods
- Measuring your Site's ROI