CO1 COMPENDIUM CENTRUM EDUKACYJNE

Szkolenie: Digital Marketing Institute
Certified Digital Marketing Associate

Digital Marketing Institute™
Approved Partner

FORMA SZKOLENIA	MATERIAŁY SZKOLENIOWE	CENA	CZAS TRWANIA
Stacjonarne	Cyfrowe	4000 PLN NETTO*	1 dzień
Stacjonarne	Tablet CTAB	4400 PLN NETTO*	1 dzień
Metoda dlearning	Cyfrowe	4000 PLN NETTO*	1 dzień
Metoda dlearning	Tablet CTAB	4400 PLN NETTO*	1 dzień

* (+VAT zgodnie z obowiązującą stawką w dniu wystawienia faktury)

LOKALIZACJE

Kraków - ul. Tatarska 5, II piętro, godz. 9:00 - 16:00
Warszawa - ul. Bielska 17, godz. 9:00 - 16:00

Cel szkolenia:

A 1-day course, it will provide you with a knowledge of digital techniques and tactics and how to use them effectively in a business setting to build the digital capability of your role, team and organization.

What competencies will you gain?

- Understand the key concepts of digital, how it has changed customer behavior and the implications for your role and the wider business.
- Recognize the opportunity to achieve business goals by adopting a digital mindset. Understand the challenges, risks and reputation issues that affect organizations and the need for management.
- Understand the benefits of social media in supporting marketing, sales and branding. Recognize the benefits of social media as a customer service channel.

Plan szkolenia:

- Foundations of Digital

  The Foundations of Digital module is designed to help you understand the key concepts of digital, how it has changed customer behavior and the implications for your role and wider business. It will enable you to recognize how customer behavior and expectations have changed with the advance of digital technology. Through the module, you will examine different stages of the customer journey affected by digital and know how to identify opportunities for

your role and organization.

- Customer behavior and expectations
- Growth of online
- Customer journey
- Fundamentals of digital
- Digital touchpoints
- Digital marketing vs. traditional
- Digital assets for businesses
- Digital disruption
- Professional development
- Benefits of digital to all departments
- Digital transformation

- Web & Email

The Web and Email module will help you understand the importance of an online presence for business. It will also cover key terms to enable you to understand the terminology commonly used in a digital world.The module will also explore online advertising in terms of approach and principles and teach you about the process of conversion. This will include the fundamentals of web design and User Experience (UX) so you understand how to attract visitors to a website or relevant campaign landing page.

- Online presence: websites (web pages and best practice) and key terms
- Online Advertising: Approaches and Principles
- Content & Content Marketing
- Customer journey
- Branding
- E-commerce fundamentals
- User Experience (UX)
- Email Marketing

- Social Media

This module will help you understand the benefits of social media supporting various departments such as marketing, sales and branding.You will explore key features of social media platforms such as LinkedIn, Facebook, Twitter, Instagram, Snapchat etc. and understand the value of each channel. You will recognize the benefits of social media to business and its role at various stages of the customer journey.

- Social media platforms (LinkedIn, Facebook, Twitter, Instagram, Snapchat etc.)
- The value of social media channels
- Community (management)

- Customer engagement
- Social media and personal branding
- Social advertising and targeting
- Social customer service (basics)

- Social Customer Service

  The Social Customer Service module will enable you to recognize the benefits of social media and other digital tools as a customer service channel. During the module, you will learn how to use social media to meet the expectations of today's social, mobile consumers. It will teach the importance of other digital tools (i.e. live chat, AI, listening reputation/brand management etc.) to support and respond to customers.

  - Online complaints handling
  - Customer service and reporting mechanisms
  - Leverage marketing channels
  - Negative feedback
  - Reputation and reviews
  - Brand management
  - Listening tools

- Challenges & Risks

  The Challenges & Risks module will help you to understand the challenges, risks and reputation issues associated with digital that can affect organizations.Through this module, you will learn about the different types of risks associated with digital and why they are important. Along with looking at relevant terms, it covers areas such as data protection, cyber-security, identity theft, malware, hacking etc.

  - Risk mitigation (internal and external)
  - Data protection
  - Trust and threats
  - Contingency planning (immediacy of response, 24/7, negative feedback)
  - Key terms
  - Reputation management
  - Data security and collection regulations
  - Cybersecurity
  - Ethics and cultural etiquette
  - Identity theft, malware, hacking etc.
  - Legislation, including GDPR

- Digital Mindset

  This module will enable you to achieve or exceed business goals by adopting a digital mindset.It

will ensure you recognize the importance and value of a digital-first approach and learn how it brings agility to the business. You will understand S.M.A.R.T (Specific, Measurable, Achievable, Relevant, Timely) business goals and the importance of Key Performance Indicators (KPIs).

- What is a digital mindset?
- Business agility
- Evolution
- SMART business goals and KPIs
- Digital analytics and analytics tools
- Stakeholders

Poziom trudności

Certyfikaty:

The participants will obtain certificates signed by Digital Marketing Institute (course completion). This course also prepares for the Certified Digital Marketing Associate (CDMA) exam, which is available through the Person VUE test centers.

Each participant in an authorized training Certified Digital Marketing Associate will receive a free CVA exam voucher.

Prowadzący:

Digital Marketing Institute authorized trainer.