

Training: Digital Marketing Institute
 Professional Diploma in Digital Strategy and Planning


| FORM OF TRAINING | MATERIALS | PRICE | DURATION |
|-------------------|-------------|----------|----------|
| Traditional | Hardcopy | 1495 EUR | 5 days |
| Traditional | CTAB Tablet | 1595 EUR | 5 days |
| Distance learning | Hardcopy | 1495 EUR | 5 days |
| Distance learning | CTAB Tablet | 1495 EUR | 5 days |

LOCATIONS

Krakow - 5 Tatarska Street, II floor, hours: 9:00 am - 4:00 pm
 Warsaw - 17 Bielska Street, hours: 9:00 am - 4:00 pm

TRAINING GOALS:

The **Professional Diploma in Digital Strategy and Planning** introduces participants to digital communications, and helps them to develop a measured and well-considered strategy and coherent plan for their organisation, that will stand up to the rigor and scrutiny of board-level decision making. You will gain a comprehensive understanding of all aspects of digital strategy and planning, including budgeting, personnel selection, analytics, reputation management and Social Customer Service.

Accreditation:

The **Digital Marketing Institute** is the **global certification standard in digital marketing**, producing more graduates trained to a single digital marketing standard than any other certification body. Our syllabus defines the framework, skill and competency required to meet the current and future demands of the digital economy, and our practical, industry-driven qualifications are recognized around the world.

Objectives & Outcomes:

On completion of this course, you will understand the various channels and activities required to plan, implement and manage a comprehensive and effective digital marketing strategy.

The **Professional Diploma in Strategy and Planning** will give you the skills to:

- Plan, create and manage effective digital marketing campaigns
- Identify the key aspects of your digital marketing strategy to analyse and measure
- Budgeting your campaigns, select personnel, use analytics, manage your reputation and you will have Social Customer Service skills

Target Audience:

This programme is aimed at anyone involved with planning a digital strategy for their organisation, or who is likely to be involved in this area in the future and would like a comprehensive understanding of the field. This diploma is suitable for any level of skills or experience and is designed to prepare you to engage specifically with strategy and planning within an overall digital marketing domain.

CONSPECT:

- Introduction to Strategy and Planning
 - This module introduces you to digital communication and ways to develop a measured and well-considered strategy for your digital marketing needs. Digital communications are driving the agenda for organisations and the purpose of this module is to introduce you to and contextualise the digital landscape. Aspects covered include search engine optimisation, pay-per-click advertising, email marketing, search marketing, mobile marketing and more. The aim of this module is to give you a well-grounded foundation in the key aspects to digital marketing.
- Traditional Communications
 - You will learn that in traditional communications it is frequently difficult to measure effectiveness, and customer targeting can be problematic. Upon completion of this module, you will be acutely aware of how digital and traditional forms of communication can be integrated to produce the best possible marketing campaign for your organisation.
- Digital Communications
 - You will learn about search engine optimisation (SEO) and pay-per-click advertising (PPC). Other key digital channels that you will examine include email marketing and digital display advertising. You will also learn about social media marketing and the various avenues within this, including Facebook, Twitter and LinkedIn. This module will develop your understanding of these concepts so you will have the know-how to implement them in your digital marketing strategies.
- Digital Channels
 - The Digital Channels module looks at each of these channels and the advantages and disadvantages to each, and their suitability to your digital marketing efforts. You will learn about search engine optimisation (SEO) and pay-per-click advertising (PPC). Other key digital channels that you will examine include email marketing and digital display advertising.
 - You will also learn about social media marketing and the various avenues within this, including Facebook, Twitter and LinkedIn. This module will develop your understanding of these concepts so you will have the know-how to implement them in your digital marketing strategies.
- Social Customer Service
 - You will be taught about implementing social networks into your digital marketing strategy and planning and how to sustain customer engagement with your online presence. You will be taught about Facebook and Twitter for business purposes and how

to integrate these methods with traditional communications for your digital marketing needs.

- Budget
 - You will examine some easy to implement digital marketing techniques that are budget-friendly, such as social media. You will be taught about paid channels that you can implement in your digital marketing strategy in order to boost your profile and how they will benefit your strategies and should be considered in your budget. You will also learn that digital communications are supported by strong analytics.
- Personnel
 - Hiring the right personnel is crucial, as these will be the employees implementing your digital marketing strategies. The Personnel module looks at the new roles and responsibilities that have emerged in digital marketing and the challenges this creates for the human resources department.
- Risks and Reputation
 - You will learn all about the most important risks, such as identity theft, social engineering, fraud, stalking, sexual harassment, defamation, as well as some computing security risks which include malware and hacking. On completion of this module, you will be acutely aware of the importance of reputation in digital marketing; both for the company and its brand. You will also become aware of tools and facilities to monitor reputation.
- Analytics
 - Your lecturers will look at the key terms and concepts associated with analytics, ensuring you have a deep understanding of terminology that comes up in analytics. On completion of this module, you will walk away with the knowledge of how analytics can be used to monitor online traffic, customer engagement and satisfaction levels.
 - You will also understand the rationale and business benefits of adopting a formal analytics program. Importantly, you will recognise the Key Performance Indicators (KPIs) associated with the various digital channels and use these KPIs in your analytics.
- Strategy Formulation and Plan
 - The Strategy Formulation and Plan module brings all of the strands of the Professional Diploma in Strategy and Planning together and teaches you the best practice for implementing a successful digital marketing strategy.
 - You will what you have already learned and you will learn how to put a coherent and well-considered plan together for your organisation. The module is based on the Digital Marketing Institute Methodology, which has three components.
 - Part 1 includes a situation analysis based on a formal information gathering process of current digital communications activities.
 - Part 2 develops on what you learn in Part 1 to develop a set of clear and meaningful objectives for various areas, including analytics
 - Part 3 emphasises the importance of ongoing analysis and monitoring of the performance of digital communications in an organisation.

REQUIREMENTS:

Anyone can apply for the **Professional Diploma in Strategy and Planning**. A background in a related discipline is not required – the aim of the Professional Diploma is to allow you to learn everything you need to know about strategy and planning within a broader digital marketing spectrum; and to kickstart a new and exciting career.

You may be a business owner looking to take your online marketing to the next level or you may be someone looking for a change of career. The only prerequisite is that you have in an interest in a digital marketing career.

Difficulty level



CERTIFICATE:

The participants will obtain certificates signed by Digital Marketing Institute (course completion).

This course help also to prepare for **Professional Diploma in Digital Strategy and Planning (PDDSP)** exam available through the Pearson VUE test centers <http://www.pearsonvue.com/dmi/>

TRAINER:

Authorized Digital Marketing Institute.

ADDITIONAL INFORMATION:

The Syllabus Advisory Council is the industry based working group which defines and validates Digital Marketing Institute syllabus content. The Council contributes to the development of internationally recognized standards supporting digital marketing education by ensuring the consistency of our industry-led training and certification programmes. find out more <http://digitalmarketinginstitute.com/syllabus-advisory-council>