

Training: Digital Marketing Institute  
Professional Diploma in Social Media Marketing



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:**

Through dynamic lectures and case studies, **social media experts** will take you through the latest techniques for content creation and outreach across all the core social networks, giving you a practical knowledge of how to create best practice paid and organic social media campaigns yourself.

The Digital Marketing Institute’s panel of Subject Matter Experts has specifically structured the syllabus to focus on current trends and best practices in social media marketing. As well as producing innovative and creative social media strategies, you will also learn how to leverage these strategies to gain competitive advantage for both your business and your career.

**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 recognised around the world.

**Objectives & Outcomes:**

The **Professional Diploma in Social Media Marketing** will teach you the skills to execute a comprehensive social media strategy encompassing the disciplines of content creation, Facebook and Twitter, including;

- o Content Creation
  - o Engaging with and acquiring customers with on-point content
  - o Distinguishing between traditional and digital-friendly elements of marketing

- Applying digital marketing tactics to your overall marketing campaign
- Facebook
  - How to use Facebook for Business and develop a digital marketing page
  - Use of Facebook features for digital marketing, such as Facebook Ads
  - Planning and delivery of a Facebook Advertising strategy
  - KPI monitoring and ongoing measurement
- Twitter
  - The value of Twitter for business use as a marketing and promotion platform
  - Targeting specific demographics to build your following
  - The use of the likes of hashtags and geotagging and how these benefit a business
- Strategy and Planning
  - Social media marketing audit
  - Plan objectives, audience and budgets
  - Execution and reporting on an iterative social media marketing campaign

### Target Audience:

The **Professional Diploma in Social Media Marketing** is suitable for people who are responsible for the planning, execution and management of social media campaigns. Social media specialist, enthusiasts, executives or anyone who would like to enhance their digital marketing knowledge base in this area would excel on this course.

This diploma is suitable for any level of skills or experience and is designed to prepare you to engage specifically with social media marketing within an overall digital marketing domain.

### CONSPECT:

- Introduction to Social Media Marketing
  - This module enables you to understand the foundation principles of digital marketing, and be able to distinguish between traditional and digital marketing. You will learn how digital marketing tactics can be applied in order to develop an effective overall marketing strategy.
- Content Creation
  - On completion of this module, you will understand the value of social amplification and what makes content shareable within social networks. You will learn how to use social listening to monitor your brand on social media platforms and recognise which formats are suitable for the various target audiences.
- Content Outreach
  - You will acquire an understanding of how to promote content and the importance of paid promotion for relevant, highly shareable content. In this module, you will learn about everything from setting objectives for a content promotion strategy to influencer

marketing.

- Facebook
  - This module guides you through the various aspects to Facebook for business, such as Facebook Ads. You will also be adept in planning and delivering a Facebook Advertising strategy, including KPI monitoring and ongoing measurement.
- Twitter
  - You will be guided through each step of using Twitter for business; from customising your account to building a profile for your business' Twitter page. The Twitter module will also teach you how to target specific demographics when building your following.
- LinkedIn
  - The LinkedIn module gives you a comprehensive understanding of the benefits to using LinkedIn for marketing purposes. You will learn LinkedIn-specific features to facilitate campaign objectives.
- Google+
  - The module will show you the importance of engaging with your Google+ Community and how to promote your product or service with this platform. You will be introduced to features such as Hangouts, Circles, What's Hot and Events, which are specific to Google+.
- YouTube
  - The YouTube module provides you with a comprehensive understanding of how YouTube works as a content sharing platform and how this can be introduced into a broader marketing strategy.
- Future Trends
  - As social media is an area of digital marketing that develops at a rapid rate, we aim to cover all bases by providing you with an analytic look at future developments in the field. You will also learn about other social media platforms, such as Instagram, Tumblr, Pinterest and Flickr. The aim of this module is to equip you with the skills you need to take on any social media platform and implement it into your social media marketing strategy.
- Strategy and Planning
  - The module introduces you to the Digital Marketing Institute Methodology, which incorporates a 9-step process to planning and implementing a social media strategy. You will emerge with the essential skills needed to create a successful model for a social media marketing strategy from scratch and implement it in your organisation.

## REQUIREMENTS:

Anyone can apply for the **Professional Diploma in Social Media Marketing**. 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 social media marketing; and to kick-start 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 Social Media Marketing (PDSMM)** 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>