

Training: Digital Marketing Institute  
Professional Diploma in Digital 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:

The **Professional Diploma in Digital Marketing** is ideal for anyone involved in the planning, implementation or measurement of Digital strategies – or anyone who would like to pursue a career in this area. The **Professional Diploma in Digital Marketing** programme is suitable for professionals of all levels and disciplines, and will prepare you to take up a more specialist role within the overall marketing domain.

The Digital Marketing Institute’s panel of subject matter experts has specifically structured the curriculum to focus on current trends and best practices in Digital Marketing. As well as creating innovative strategies, you will also learn how to leverage these strategies to gain competitive advantage for both your business and career.

#### Accreditation:

The **Digital Marketing Institute** is the global certification body for **Digital Marketing education**. Our syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in **Digital Marketing certification**.

The Professional Diploma in Digital Marketing is also approved and credit rated by the Scottish Qualifications Authority at Level 8 on the Scottish Credit and Qualifications Framework (SCQF), and is comparable to Level 5 on the European Qualifications Framework.

#### Objectives & Outcomes:

At the end of this course, you will understand the various channels and activities required to plan, implement and manage a comprehensive digital marketing plan for your business.

Our Professional Diploma in Digital Marketing will help you to:

- Gain a clear understanding of the value of Digital Marketing and why it is a vital component of your overall marketing strategy
- Plan, create and effectively manage Search, Social Media, Mobile and Email Marketing campaigns
- Integrate your Digital Marketing plans into your overall marketing strategy
- Drive new visitor traffic to your website while improving online conversion rates
- Understand how Digital Marketing can help you grow your business, domestically and internationally
- Identify various online applications and resources that can help build effective and profitable websites
- Measure and analyse the visitor traffic to your website to continuously develop and improve your Digital Marketing efforts

### **Target Audience:**

Anyone responsible for developing or implementing your organisation's online strategy:

- Professionals who need to understand Digital Marketing or get more out of their Digital channels
- Marketers who want to fast-track their career or improve their position in the market-place
- Small business owners who need to maximise online channels for growing their business
- Students who want to upskill in Digital Marketing

### **CONSPECT:**

- Introduction to Digital Marketing
  - Definition of the DMI Method
  - Principles
  - Our Too
  - The DMI Framework
  - The DMI Quality Score
  - Key Concepts of Digital Marketing
  - Traditional v Digital Marketing
  - The Opportunity of Digital Marketing
  - Characteristics of Digital Marketing
  - Implications of Digital Marketing
  - Market Research v Market Reality
- Search Engine Optimisation

- Key SEO concepts
- Search Results and Positioning
- Benefits of Search Position
- Stakeholders in Search
- Mechanics of Search
- The SEO Process
- On-site / Off-site optimisation
- Customer Insights
- On-page Optimisation
- Keyword Research
- Keyword Selection
- Content Updates and Layout
- Meta Tags
- SEO Site Map
- SEO Webmaster Tools
- Off-page Optimisation
- Ranking
- Inbound Links and Link Building
- Analysis and Review
- Pay Per Click Marketing
  - Key PPC concepts
  - Strengths of Pay Per Click
  - Keyword Research
  - Google PPC
  - Research Tools
  - Search Campaign Process
  - Ad Copy
  - Landing Pages
  - Targeting
  - Budgets
  - Scheduling
  - Display Networks
  - Ad Centre
  - Campaign Management
  - Conversion Tracking
  - Conversion Metrics: CPA, CTR

- Bidding
- Analytics
- Email Marketing
  - Key Email Marketing Concepts
  - Campaign Process
  - Data Capture: online
  - Data Capture: face-to-face
  - Segmentation
  - Email Design
  - User Behaviour
  - User Characteristics
  - Email Copy
  - Email Structure
  - Email Delivery
  - Email Systems
  - Filtering
  - Scheduling
  - Measurement
  - Key Terms and Metrics
  - Split Testing
- Digital Display Advertising
  - Key Digital Display Concepts
  - Benefits & Challenges of Digital Display
  - Running Effective Ads
  - Ad Formats & Features
  - Campaign Planning
  - Creative Formats
  - Targeting & Tracking your Campaign
  - Optimising the Campaign
  - Campaign Budget
- Mobile Marketing
  - Key Mobile Marketing Concepts
  - Trends in Mobile
  - Opportunities & Risks
  - Mobile Devices
  - SMS Content

- SMS Strategy
- Mobile Advertising
- Mobile Apps
- Proximity Marketing
- Bluetooth
- QR Codes
- Implementation
- Examples and case studies
- Web Analytics
  - What is Website Analytics?
  - Google Analytics explained
  - Understanding your KPI's
  - Measuring website traffic
  - Setting up goal and event tracking
  - Increasing traffic to your web site
  - eCommerce
  - Real Time Reporting
  - Intelligence Reporting
- Social Media Marketing
  - Key Social Media Concepts
  - Social Media Goals
  - Setting Goals & Priorities
  - Facebook
  - Twitter
  - LinkedIn
  - Google+
  - New Social Challenges
  - Apps & Plug-ins
  - KPI Measures
  - Reporting
- Planning Your Digital Marketing Campaign
  - Key Strategy & Planning Concepts
  - Planning
  - Situation Analysis
  - Information Gathering
  - Target Audience

- Setting Objectives
- Appropriate Tools
- Action Plan
- Setting the Budget
- Measurement
- Iteration & Enhancement
- Examples of integrated marketing plans

## REQUIREMENTS:

Anyone can apply for the Professional Diploma in Digital 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 digital marketing 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 Marketing (PDDM) exam** available through the **Pearson VUE test centers** <http://www.pearsonvue.com/dmi/>

The **Digital Marketing Institute's Professional Diploma in Digital Marketing** is the recognised benchmark qualification in digital marketing. Awarded by the Digital Marketing Institute, the Professional Diploma in Digital Marketing certifies that the holder has acquired the core knowledge, and mastered the necessary skills in digital marketing in order to plan, develop, implement and measure an effective digital marketing programme for their organisation.

## 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>