



DIGITAL SKILLS FOR ALL™

**Globally Accredited
Digital Marketing Certifications**

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INTERNATIONAL INSTITUTE OF DIGITAL MARKETING LEARNING LEAF™



OVERVIEW:

What's Digital Marketing all about? How do you reach customers? How does it differ from traditional media, and how can the new and old work together to create a water-tight campaign that speaks its truth cross any and every channel? This extensive, in-depth course takes you through all the basics, helps you explore the buyer journey and stay rooted in practice, keeping goals clear and attainable through perseverance and intelligent design.

COMPREHENSIVE 3 MONTHS OF LIVE TRAINING

- Introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Paid Search (PPC) Using Google Ads
- Display and Video Advertising
- Email Marketing
- Website Optimization
- Analytics Using Google Analytics
- Digital Marketing Strategy

WHO IS DIGITAL MARKETING FOR?

- Marketing managers and senior management
- IT managers
- Small business owners who may or may not want to stay small
- Career changers
- Entrepreneurs who want to be more entrepreneurial
- Graduates with no plans to wait around



INTRODUCTION TO DIGITAL MARKETING

What's it all about? How do you reach customers? How can traditional and digital media work together to create a water-tight campaign that speaks its truth across any and every channel? This module takes you through all the basics, helps you explore the buyer journey and stays rooted in practice. The goal is always to keep things clear and actionable.

PRINCIPLES OF DIGITAL MARKETING

- Inbound and Outbound Strategies
- Digital Media Examples
- Traditional vs. Digital Marketing
- Principles of DMI's 3i Methodology
- Digital Channels

CONNECTING WITH THE CUSTOMER

- The Buyer's Journey
- Five Marketing Functions
- 360 Digital Marketing Campaign
- Marketing Functions and Buyer Journey Stages
- Digital Marketing Concepts, Principles

DIGITAL RESEARCH

- SMART Objectives

DEVELOPING OBJECTIVES

- Traffic Sources
- SEO Metric Types
- Success Measurement

CULTURAL RESEARCH

- Competitive Research Platforms and Tools
- Industry Trend Research
- Digital Research



CONTENT MARKETING

Digital marketing is fascinating and powerful because it's person-orientated, yet also data driven – you get to engage with how people think and also see how and what they do. This module is about creating content that speaks to people, but also about sending it out into the big wide digital world at the right time and via the right channels. Best of all, you get the ability to see what works.

CONTENT MARKETING CONCEPTS AND STRATEGY

- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management
- Content Marketing Strategy

CREATING AND CURATING CONTENT

- Content Stakeholders
- Content Types and Formats
- Content Tools
- Content Creation and Curation
- Content Creation Best Practice
- Brand Components
- Content Personalization

CONTENT MARKETING CONCEPTS AND STRATEGY

- Social Listening
- Competitor Content Analysis
- Content Audit

DEVELOPING A CONTENT MARKETING PLAN

- Content Marketing Goals
- Content/Business Goal Alignment
- Customer Personas
- Content Topics
- Content Calendar
- Content Management Systems



SOCIAL MEDIA MARKETING

It's not just social media marketing it's a big, warm, pleasurable social media experience for your audience. Your brand needs to ring loud and clear through all the right platforms and we're going to show you how. Learn how to grow and engage a community around your offering. Give these people more to care about. Reach further with paid marketing and get deeper insights.

KEY SOCIAL PLATFORMS FOR DIGITAL MARKETING

- Benefits of Social Media Marketing
- Social Media Marketer Responsibilities
- The Buyer's Journey Stages
- Influential Social Media Platforms
- Key Terminology

GROWING AND ENGAGING AN AUDIENCE

- Community Techniques and Best Practices
- Content Sharing Best Practices
- Sharing Stories Best Practices
- Video Content Best Practices
- Hashtag Usage Best Practices
- Twitter Content Best Practices
- LinkedIn Content Best Practices
- Instagram Content Best Practices
- Snapchat Content Best Practices

CREATING AND OPTIMIZING SOCIAL MEDIA CAMPAIGNS

- Campaign Set-up
- Facebook and Instagram Business Manager
- Twitter Ads Manager
- LinkedIn Campaign Manager
- Snapchat Ad Manager

SETTING UP A SOCIAL MEDIA EXPERIENCE FOR A BUSINESS

- Best Social Media Account Practices
- Facebook for a Business
- Twitter for a Business
- LinkedIn for a Business
- Instagram for a Business
- Snapchat for a Business



PAID SEARCH (PPC) USING GOOGLE ADS

Pay-Per-Click campaigns using Google Ads, bid auctions, how to squeeze every drop of value out of paid search campaigns, the tracking of successful conversions,

Google Analytics and more – this is turbo-charged marketing practice with pinpoint precision.

FUNDAMENTALS OF PAID SEARCH

- Paid vs. Organic Search
- Customer Use of Search Engines
- Paid Search Benefits
- Elements of Paid Search Campaigns

PAID SEARCH CAMPAIGN CREATION WITH GOOGLE

- Google Ads Manager Account vs. Child Account
- Google Ads Best Practice
- Google Ads Account Elements
- Paid Search and SEO Keyword Research
- Google Ads and Paid Search Campaigns

SEARCH CAMPAIGN MANAGEMENT

- Advertising Budget Management
- Google Ads Bidding
- Google Ads Bid Simulator Tool
- Optimize Paid Search Campaigns
- Google Ads Editor

PAID SEARCH CAMPAIGN MEASUREMENT

- Paid Search KPIs
- Conversion Tracking
- Success Metrics
- Google Analytics Measurement
- Google Analytics and Search Console Reporting



DISPLAY AND VIDEO ADVERTISING

YouTube. Because we have eyes to see. Learn how to set up, manage, analyze and optimize a channel worthy of much viewing. Also release the sales power of Google Display Network and more. Visual is where it's at.

FUNDAMENTALS OF DISPLAY AND VIDEO ADVERTISING

- Key Concepts, Benefits and Value
- Key Advertising Platforms
- Advertising Buying Mechanisms
- Strategy Objectives

CREATING DISPLAY AND VIDEO CAMPAIGNS

- Google Ads Display Ad Campaign
- Responsive and Non-responsive Ads
- YouTube Channel and Google Ads Linking
- Standard Video Ad Campaigns
- YouTube Ads

CREATING AND MANAGING A YOUTUBE CHANNEL

- Google Ads Manager Account vs. Child Account
- Google Ads Best Practice
- Google Ads Account Elements
- Paid Search and SEO Keyword Research
- Google Ads and Paid Search Campaigns

MEASUREMENT AND OPTIMIZATION

- Key Display Campaign Metrics
- Video Campaign Metrics
- Performance Analysis of Display Campaigns
- Performance Analysis of Video Campaigns
- Impact Performance Analysis
- Campaign Optimization



EMAIL MARKETING

Are email lists still relevant? Oh yes. An email is post sent to your virtual home address so it's important - but do it right so that email gets opened and starts your target on a click-through journey of discovery. Also see how it can all be automated for max efficiency. And let's not forget the all important regulatory stuff.

EMAIL MARKETING FUNDAMENTALS

- Key Concepts
- Inbound Email Marketing
- Legislation and Regulations
- Key Strategy Principles
- Email Service Providers
- Contact Databases

CREATING DISPLAY AND VIDEO CAMPAIGNS

- Email Campaign Creation
- Delivery Factors
- Delivery and Placement Challenges
- Campaign Management Best Practices

EMAIL DESIGN

- Email Writing and Design
- The Buyer's Journey Alignment
- Subject Lines
- Copy Essentials
- Design Best Practices
- Call-to-Actions (CTAs)
- Image Best Practices

CONNECTING WITH THE CUSTOMER

- Test Components
- A/B Testing
- Key Campaign Measurement Metrics
- Optimize Open and Click Through Rates
- Mobile Optimization
- Bounce Rates and Unsubscribes Marketing Automation
- Benefits of Automation Tools
- Key Process Building Blocks



WEBSITE OPTIMIZATION

What makes a winning website? This module gives you the skills to create a simple, well-designed, optimized WordPress site that not only looks good but also delivers for your business – goals and solutions stay lined up, nice and clear. Also, let's get user-centric with best practice UX and go deep with data; activity tracking means insight - and insight is power.

WEB DESIGN AND WEBSITE OPTIMIZATION

- Website Optimization and SEO
- Optimization and Digital Marketing Strategy
- Design, Construction, Maintenance and Optimization in a Marketing Context
- Key Components of Web Design

PUBLISHING A BASIC WEBSITE

- Website Hosting Options
- WordPress.org Setup
- WordPress Themes

DESIGN PRINCIPLES AND WEBSITE

- Web Design Principles
- Mobile-First Design and SEO
- Copy Best Practice
- A/B Best Practice Testing

USER-CENTERED DESIGN AND WEBSITE OPTIMIZATION

- UX and UI Design, Benefits and Principles UX Assessment
- User Experience Improvement and User- Centered
- Design Methods
- Key Optimization Performance Factors Website Metrics and Developing Insight
- Website Monitoring
- Evaluation Tools
- Implement Monitoring and Optimization Best Practice



ANALYTICS WITH GOOGLE ANALYTICS

Be all seeing, all knowing. This module helps you unleash the awesome capability of data. Discover what you customer wants, likes, needs and does. Go deep inside their journey so you can perfect their seamless path to purchase and beyond. This is not just great power, it is super power. And we also cover the legal stuff because with that thrilling, addictive power comes responsibility.

MEASUREMENT AND ANALYSIS

- Insight Types for Digital Marketers
- Analytics Tools for Data Collection, Measurement and Analysis
- Google Analytics Benefits and Limitations
- Analytics Reporting Terminology
- Legal Requirements, Responsibilities and Best Practice
- Creating and Configuring a Google Analytics Account
- Account Setup
- Tracking Code Installment
- Key Settings and Navigational Functions
- Account Settings and Filters
- Benefits and Risks of Sharing Access
- Linking Google Analytics and Other Tools Setting Goals with Google Analytics
- Setup Goals
- Match Website Activity to Goals
- Use Goal Funnels to Analyze Customer Conversion Journey

WEB ANALYTICS FUNDAMENTALS

- Insight Types for Digital Marketers
- Analytics Tools for Data Collection,

MONITORING CAMPAIGNS WITH GOOGLE ANALYTICS REPORTS

- Campaign Types
- Audience, Acquisition, Google Ads, Behavior,
- Events and Conversion Reports
- Multichannel Funnels Reporting
- Analyzing and Recording Google Analytics Data
- Track Traffic Changes in Real-Time
- Custom reporting, Annotations and Custom Segments
- Standardized Data Process



DIGITAL MARKETING STRATEGY

We give you capability, influence, reach, data, insight and tools, tools and more tools. But you still need solid objectives, otherwise you are drunk on power, driving a high-performance sports car round and round in circles on your way to the corner shop. That's why we tie it all together with a Strategy module. Have a big and clear vision of where you really want to go, and make it actionable with budget, channel and media plans, Key Performance Indicators and more.

DEVELOPING A CREATIVE STRATEGY

- Key Creative Strategy Ingredients
- Maximize and Repurpose Creative Output
- Content Strategy Elements
- Creative Format Specifications

DIGITAL STRATEGY FUNDAMENTALS

- Core Digital Marketing Strategy Components
- Strategy Purpose
- Strategy for plan communication
- Digital Marketing and Digital Media
- Resource Mapping
- Budget Planning
- ROI and Success Metrics

SETTING STRATEGY OBJECTIVES AND KPIS

- Common Business Objectives and Campaign Expectations
- Identify and Distinguish KPIs
- Past Performance and Industry Benchmarks for Forecasting
- Regular Performance Reviews Digital Strategy Research
- Key Research Activities
- Research Mapping
- Strong Research vs. Potentially False Reports
- Owned, Accessed and Desk Research

EXECUTING A DIGITAL MARKETING STRATEGY

- Strategy Objectives
- Optimize Channel and Budget Mix
- Media Planning for Paid Channels
- Key Campaign Components

Pricing

COURSE NAME	COUNTRY	EARLY-BIRD PRICE	GENERAL PRICE

