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**Website
Marketing
Master
III**

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**Globally Accredited
Digital Marketing Certifications**

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INTERNATIONAL INSTITUTE OF DIGITAL MARKETING LEARNING LEAF™



OVERVIEW:

Marketing in the current world requires content creation. Whether it's videos, blogs, social media posts, articles, pictures, or anything else, to catch consumer's attention, you need to have content that sets you apart, things they can share and look at. This course teaches you what you need to know for creating content, how to utilize it in

LEARNING GOALS

- Learn the basics of content marketing through several examples and ground level depth on different content venues
- How to utilize Facebook for marketing, and understanding the culture and practices that surround it.
- How to utilize LinkedIn for not only brand marketing, but for hiring as well.

TARGET AUDIENCE

- Those in marketing focused on website management
- Marketers who are not familiar with the workings of certain websites



CERTIFIED FACEBOOK MARKETING MASTER

With Facebook one of the largest social media companies in the world, it's important to ask-- What is the culture of Facebook? What kind of people use it? How do marketers utilize Facebook to reach new audiences? How can I utilize it?

PRINCIPLES OF FACEBOOK MARKETING

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

HOW TO UTILIZE IN YOUR MARKETING

- Audience Research
- Social Listening Platforms
- Social Listening and Audience Research Tools

PAID ADVERTISING ON FACEBOOK

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



CERTIFIED LINKEDIN MARKETING MASTER

LinkedIn is an incredibly popular business-networking platform. It stands to reason that it would be a fantastic place to spread news of your brand. Through word of mouth, connections, employees, and more, LinkedIn can allow a brand to spread like wilder

PRINCIPLES OF LINKEDIN MARKETING

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

UTILIZING LINKEDIN ORGANIC MARKETING

- Audience Research
- Social Listening Platforms
- Social Listening and Audience Research Tools

PAID ADVERTISING ON LINKEDIN

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

Pricing

COURSE NAME	COUNTRY	EARLY-BIRD PRICE	GENERAL PRICE