



Certified Digital Marketing Specialist - Strategy & Planning

SPECIALIST 30 HOURS STUDY ONLINE



Xcellimark.com



Validated by the Industry Advisory Council. Including members from





Content

Become a **Certified** Digital Marketing Specialist in Strategy & Planning

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Welcome

Digital technologies have changed the way we work, live and communicate. We know this huge shift can pose challenges for your current role. We know that advancing and progressing your future career is important to you.

Strategy and planning are key to digital marketing. A measured and well-considered strategy along with a coherent plan for your organizations can dramatically reduce spend and increase value from your marketing.

That's why we have designed a specialist certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in your field.

Become a leader in your industry by becoming a certified digital strategy and planning specialist.

Your digital future awaits.

'Just 61% of marketing professionals believe their marketing strategy is effective'

- HubSpot



The Digital Marketing Institute sets the **global standard in digital marketing and selling certification**. We have certified more professionals to a single digital education standard than any other certification body.



We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.





Our **Certified** Professionals are thriving

Digital Marketing Institute certified professionals work with some of the world's leading brands.

Microsoft

facebook

ebay

Google



LinkedIn



HubSpot



NOKIA



accenture

citibank



"Between the course management team, comprehensive learning content and weekly blogs on the Digital Marketing Institute website, I felt that my learning experience was very well supported overall."

Anna Moldovan
Google





Program Overview

Who is this program for?

The Certified Digital Marketing Specialist in Strategy and Planning is aimed at anyone involved with planning a digital strategy for their organization, or who is likely to be involved in this area in the future and would like a comprehensive understanding of the field.

What can you expect?

The program introduces participants to digital communications, and helps them to develop a measured and well-considered strategy and coherent plan for their organization, that will stand up to the rigor and scrutiny of board-level decision making.

What will you learn?

You will gain a solid understanding of the theory and practical application of digital strategy, allowing you to implement a powerful marketing mix that sustains customer engagement and increases sales. This specialist certification will enable you to consolidate the essential skills necessary to create well-measured digital strategies that convert.



Program Content

Earning a strategy and planning certification will help you focus on the planing, implementation and measurement of your digital marketing efforts.

There are nine modules in the specialist certification:

1. Introduction to Strategy and Planning
2. Traditional Communications
3. Digital Communications
4. Digital Channels
5. Social Customer Service
6. Budget & Resourcing
7. Big Data & Analytics
8. Digital Leadership
9. Strategy Formulation & Plan



MODULE 1

Introduction to Strategy and Planning

Learn how to develop an effective digital strategy for your organization and gain clear insight into the complexities of planning, strategic management and reporting.

What you will learn

- Gain a well-grounded foundation in the key aspects of digital marketing
- Clearly differentiate between the different types of digital strategy
- Identify and define your unique business value proposition

MODULE 2

Traditional Comms

The Traditional Communications module looks at communications before digital marketing became widespread and how it has evolved over the years.

You will explore the strengths of traditional methods of communications, as well as realizing that there are limitations. It will teach you how traditional communication is generalized in its approach to customers.

What you will learn

- Recognize traditional marketing and communication models and challenges
- Research, analyze and map your communications and business plan objectives
- Understand the difficulty associated with effective customer targeting and measurement of traditional campaigns



MODULE 3

Digital Comms

The Digital Communications module will teach you about the digital communications approach to audience engagement.

What you will learn

- Clear understanding of digital channels, the advantages and disadvantages to each, and their suitability to your digital marketing efforts
- Understand the tools and timelines involved in a digital campaign and PR activities
- Recognize how marketing automation tools and platforms can help to save time, optimize limited resources and improve ROI.

MODULE 4

Digital Channels

This module will introduce you to the value, characteristics and suitability of social media platforms and contextualize the digital landscape, including Search Marketing (SEO), Email Marketing, Digital Display Advertising, Mobile Marketing, and Social Media Marketing.

What you will learn

- Differentiate between digital channels and their suitability for achieving specific communication goals
- Create, implement and measure influential email marketing campaigns that capture attention and generate leads
- Contextualize the different social media platforms within the digital marketing landscape
- Identify and utilize various mobile marketing tactics for campaign success



MODULE 5

Social Customer Service

The Social Customer Service module looks at using social media as a customer service channel, peer-to-peer communities and how what is happening online is critically important to businesses.

What you will learn

- Identify challenges and tactical approaches required for social crisis management
- Develop social networks and understand how to sustain customer engagement within your online presence
- Strategize, build, measure and scale an enterprise-level social customer service operation

MODULE 6

Budget & Resourcing

The Budget & Resourcing module looks at the crucial aspects of planning and maintaining a budget in your digital marketing strategy.

Upon completion of this module you will understand with the key areas to consider when creating a budget for digital activities and the range of documentation required.

What you will learn

- Recognize the importance of budgeting and the factors that you must consider when setting a budget
- Identify the key areas to consider when creating a digital marketing budget including personnel, technology, training and processes
- Explore the new roles that now exist following the growth of digital media and learn how to budget for these new roles



MODULE 7

Big Data & Analytics

The Big Data & Analytics module will provide you with a broad understanding of Big Data, Advanced Analytics and Artificial Intelligence. You will learn the fundamental frameworks and understand how cutting-edge analytics tools are being used to help businesses succeed.

What you will learn

- Describe the elements and practices that make up an efficient analytics approach and the main considerations when seeking to construct a formal analytics program for your business
- Identify the key concepts of big data, automated data-driven decision-making and AI
- Plan data-driven strategies to develop new insights about your customers, processes and their behaviors

MODULE 8

Digital Leadership

The Digital Leadership module will guide you as you transition from a traditional to a digital strategy and empower you to mentor and lead your team in their digital marketing activities.

What you will learn

- Bridge the gap between marketing and sales and empower your colleagues to leverage their networks and build relationships that accelerate your business
- Act as a social leader, building and maintaining awareness of your digital strategy and implementing effective communication strategies to keep employees motivated and accountable for their individual digital strategies
- Measure the ROI of digital and align it to the overall goals of your organization



MODULE 9

Strategy Formulation & Plan

The Strategy Formulation and Plan module will provide a structured conclusion to bring together all the strands of the Digital Strategy and Planning program.

It introduces you to methodologies for utilizing a SWOT Analysis to develop SMART objectives and create a coherent strategic plan for your organization.

What you will learn

- Carry out a situational analysis of competitor activities, current activities and internal capabilities
- Identify the structure of a digital marketing strategy and the documentation required
- Analyze and measure your success against clearly defined KPIs and optimize your digital strategy for maximum ROI

Program Delivery



Supporting your online learning journey...

Our **Certified Digital Marketing programs** are available to study online via the Digital Marketing Institute's dynamic online learning environment, known as the Class Network.

How we can guide you through your online learning journey:



Access to HD video lectures with accompanying downloadable program material.



Access to discussion forums to interact with and learn from fellow students to progress through program material towards certification.



Access resources to help you with your studies including self-directed practical exercises and recommended reading.



The Class Network also contains information on the exam, which you must complete successfully to achieve certification.



Your Program Manager is available to support you during your study and assist with any administrative related queries.



The Class Network can be accessed 24/7 through your desktop or mobile device.



Certification Assessment

The assessment is based on a formal computer-based examination that will measure individuals' knowledge and digital marketing proficiency following completion of the program.

The duration of the exam is 180 minutes.

A range of different question formats are used including Text based Multiple Choice; Image-based Multiple Choice, Matching and Hot Spot questions.

Our computer-based examinations are delivered through the Pearson VUE test center network which comprises over 5,200 centers in 180 countries.

The use of Pearson VUE to deliver our exams increases the value of the international certification offered by the Digital Marketing Institute and provides students with a quality, consistent examination experience, no matter where they are in the world.



CERTIFIED

DIGITAL MARKETING
SPECIALIST - STRATEGY
& PLANNING

digitalmarketinginstitute.com



"I had heard a lot of reviews from people in the industry about the benefits of Digital Marketing Institute in this area. Additionally, the chance to learn from the very tenured lecturers that they have on staff was the main draw for me."

Kelly Herbst

Senior Support Engineer and Team Lead



Read Kelly's story at
digitalmarketinginstitute.com





Certification Roadmap for Industry Professionals

As the leading global certification body in digital marketing, the Digital Marketing Institute provides professionals with a roadmap that can transform and drive their careers. Our suite of certifications enable marketers and sales professionals - at all stages of their career - to learn relevant and industry aligned skills that can be applied to any role to drive career success.

From understanding the essential fundamentals of digital marketing, professionals can progress to learning more specialized skills in areas such as search and social media. For marketers looking to move into a leadership role or become an expert in digital marketing, our Postgraduate and Masters are the ideal certifications.



A woman with long brown hair, wearing a light green button-down shirt and dark blue jeans, is sitting on the edge of a dark wooden desk. She is looking towards a man standing next to her. The man has a beard and is wearing a blue and white striped button-down shirt and khaki pants. He is gesturing with his hands as if in conversation. In the background, there is a large window with a view of a city, a blue bicycle leaning against a white wall, and some potted plants on a shelf. The overall atmosphere is professional and collaborative.

88% of our certified professionals work in senior roles or at management level.

Alumni Survey 2016

Subject Matter Experts

Delivered by industry leading experts, this certification will introduce you to the most relevant and transformative aspects of digital marketing.

Our specialist product team work closely with leading industry experts to create, review and update the certification learning outcomes on a regular basis. This ensures that what you learn is instantly applicable to any role and aligned to the needs of industry.

Subject Matter Experts collaborate with the Digital Marketing Institute on the design and development of program materials, so your learning is shaped by their practical experience, expert insight and case studies.



Industry Advisory Council (IAC)



The **Industry Advisory Council**, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute program content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Industry Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

Validated by the Industry Advisory Council. Including members from:





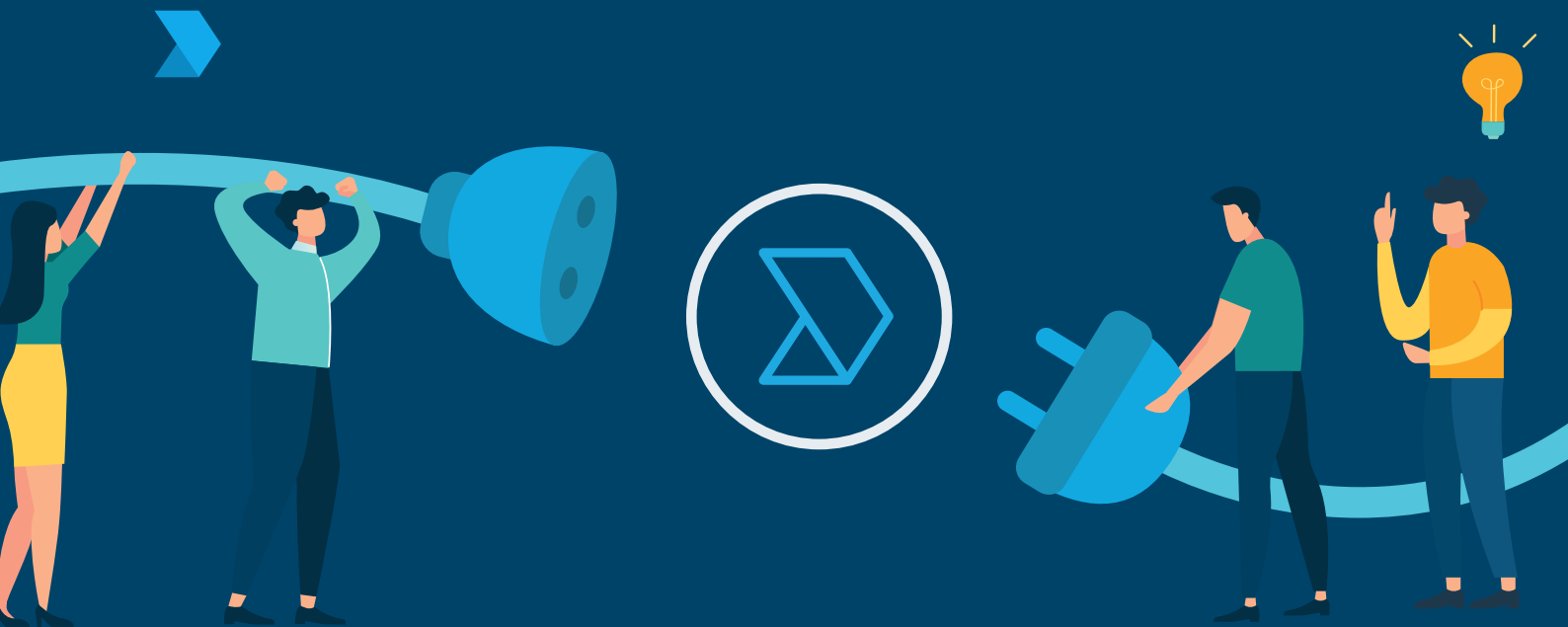
Global Partners

Digital Marketing Institute certifications are also available through our global network of partners.

Approved and trained by us, our partners are licensed to deliver our certification programs across the U.S., Europe, Asia, Africa, Middle East and Latin America. With Subject Matter Experts trained by the Digital Marketing Institute, our global network of partners bring local knowledge to local markets to make earning your certification as rewarding as possible.



digitalmarketinginstitute.com



Membership

Stay Connected. Stay Relevant.

Our programs, developed in conjunction with industry giants and world-class practitioners, have helped a generation of digital professionals advance their careers.

Completing a program is a point-in-time exercise that delivers huge value, but there is a next step to maintaining the currency of skills in the ever-evolving world of digital.

Membership is that next step.

An exclusive network - and part of your certification - it delivers just-in-time training and continuous professional development, and an exclusive and evolving content library that can be used in your daily work.

Membership is about staying connected. Connected to trends in industry. Connected to experts who can bring unique insights to your work. Connected to thousands of digital alumni around the globe. Connected to opportunities.



It can provide you - as a Digital Marketing Institute certified professional - with invaluable and exclusive connections to:

- Expert, practical and thought leading content to guide your career
- High-quality templates to boost your employability
- A career zone to support professional development
- Access to the latest industry news and updates
- A Continuous Professional Development (CPD) area for certified graduates
- Just-in-Time (J-I-T) learning activities through webinars and online programs

Your digital career is evolving every day. So will your membership of the Digital Marketing Institute.

You define your career path. We'll support the journey.

"Membership will help me maintain a stronger affiliation with the Digital Marketing Institute after completing the certification."

Digital Marketing Institute Alumni





For more information

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