



Certificate in Digital Marketing

The content of this certificate aligns with the Online Marketing Certified Associate (OMCA) credential that OMCP offers. Digital marketing helps organizations promote and sell products and services through online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google AdWords, and more. It's vital to develop a marketing strategy that keeps up with technology. This Certificate in Digital Marketing covers strategic issues, marketing methods and tactics, industry terminology, and best practices. Each of the nine courses in this suite offers examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

Courses Included in this Certificate

- Social Media Marketing
- Marketing Automation
- Content Marketing
- Search Engine Optimization
- Web Analytics
- Paid Search (PPC)
- Conversion Rate Optimization
- Mobile Marketing
- Digital Marketing Strategy

Social Media Marketing

Using social media in marketing is practically a requirement in today's highly connected digital world. However, diving into social media marketing without some foundation in the basics can be confusing and complex. This course teaches the principles, best practices, and strategies for incorporating social media into a marketing plan. The first module teaches how social media can be used for marketing, including defining a clear brand voice, improving reputation, and engaging with customers. The course examines how marketers can incorporate social media activities into a focused marketing plan. Learners identify how to integrate their social media with mobile, a hub website, and email marketing. They also learn how to use strategic metrics for tracking success.

Learning Outcomes

- Define social media, name several platforms, and explain the benefits and drawbacks of using each platform
- Create a content marketing plan that addresses audience, tone, relevance, frequency, and quality of content
- List the spheres of reputation according to the Harris Poll and explain how social media can be used to manage each sphere of an organization's reputation
- Describe why and how a company should monitor social media
- Explain various strategies for engaging with audiences via social media and the aims of each form of engagement
- Set social media marketing objectives that correlate to specific sales and growth goals
- Describe how to integrate social media with mobile, email, and a hub website, and describe the advantages of doing so
- Demonstrate the difference between organic and paid reach, and list the factors that influence reach on various social media platforms
- Explain how to reach influencers and name at least two relevant influencers in the learner's industry
- Quantify the time and human capital that will be devoted to the learner's social media marketing campaign based on his or her organization's size

Marketing Automation

This course is designed to help learners develop a solid understanding of the basic concepts and techniques they will encounter as practitioners in the marketing automation field. Module 1 explores the buying cycle and purchase funnel, measuring content strategies and calculating the value of customers, followers, likes, and mobile loyalists. Module 2 introduces the single customer view as it relates to cultivating leads and covers customer relationship management and email marketing, with an emphasis on multi-touch campaigns and lead scoring. It also discusses loyalty programs and methods for measuring their effectiveness. Finally, learners will combine this knowledge with business concepts to better inform marketing decisions for their firm.

Learning Outcomes

- Define marketing automation and explain its value
- Define critical terms used in marketing automation
- Explain the critical
 - components of marketing automation
- Define the buying cycle and the online marketing funnel
- Explain the aspects of prospect intent in a buying cycle (AIDA)
- Identify the key considerations in developing a content strategy
- Name the major marketing channels
- Define and explain what customer value is
- Define and discuss the advantages of a single-customer view
- Describe the functions of a CRM system and an email marketing system
- Discuss the types of data that are useful in lead capture
- Explain the use of dynamic content
- Explain the use of explicit and implicit data in lead nurturing
- Articulate the value of lead scoring
- Define strategies for building customer loyalty
- Describe different methods of marketing automation measurement and control

Content Marketing

This course offers an introduction to content marketing, a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. With an emphasis on key concepts, definitions, and metrics, the course examines ways that marketers can tailor their content to meet the specific needs of potential customers as they travel through the sales funnel. Learners will explore how content is used to build brand awareness and establish the brand as a trusted source of expert advice.

Learning Outcomes

- Define content marketing, and explain how it relates to social media and SEO
- List the major types of content used in content marketing, and explain the strengths of each
- Explain the purpose and goals of a content marketing plan
- Describe the online marketing funnel, and explain which types of content are appropriate for which stages of the funnel
- Articulate the advantages of audience targeting and audience segmentation
- Explain the role of influencers in content marketing
- Describe the process of channel management, and explain why it is important to furthering your marketing goals
- Articulate the unique importance of video to content marketing campaigns
- Explain the importance of measuring your campaign's effectiveness, and list the major performance metrics
- Explain the advantages of repurposing content
- Define a content audit, and explain its importance in content marketing

Search Engine Optimization

Search Engine Optimization (SEO) encompasses the practices and metrics of trying to increase a web site's ranking with search engines. This course will engage learners through a variety of assignments that span the history and technology of the World Wide Web. Students will learn how to leverage both content and technical features to increase ranking while also learning about the latest tools to measure performance. These aspects are then incorporated into real-world scenarios that challenge students to apply what they have learned.

Learning Outcomes

- Address SEO as a business process, identifying how it fits within traditional communications and marketing roles
- Define the components of a web page and how each contributes to search engine rankings
- Describe how search engines find and rank web site content
- Identify strategies for enhancing search engine ranking
- Demonstrate successful application of the concepts learned to real-world scenarios

Web Analytics

This course is designed to help learners develop a solid understanding of the basic concepts and techniques they will encounter as practitioners in the web analytics field. Topics of significant concern discussed in Module 1 include a summary of web analytics concepts and essential terms, along with the organizations and personnel who use web analytics. The course defines key performance indicators and discusses their selection and implementation. A discussion of segmentation follows, with strategies for categorizing website visitors. Students will also learn how to plan and assess website business strategies using web analytics. In Module 2, learners will explore reporting and dashboards related to web analytics. Students will understand how to plan for and design dashboards and how qualitative research offers deeper business insights. In addition, students will learn how to conduct split and multivariate testing and implement web analytics best practices.

Learning Outcomes

- Define web analytics
- Define key terms used in web analytics
- Explain how web analytics evolved
- Discuss how different organizations use web analytics
- Identify who uses web analytics in an organization
- Explain the difference between search engine optimization (SEO) and search engine marketing (SEM)
- Describe the difference between metrics and KPIs
- Describe what segmentation is and how it can improve the usability of a website
- Describe what dashboards are and why they are useful
- Identify what should go into a dashboard
- Define the difference between implicit and explicit data
- Explain the use of dynamic content
- Describe landing page optimization best practices
- Articulate the importance of experimentation and testing in web analytics
- Explain the differences between A/B and multivariate testing
- Identify where a visitor is in the buying cycle and purchase funnel
- Define common e-commerce metrics
- Describe how surveys and qualitative information is used in web analytics
- Identify when it is appropriate to include developers and page tagging

Paid Search (PPC)

Paid Search advertising, also called pay-per-click (PPC), is used to pay for traffic to visit a website. In this course, learners will explore search marketing, the search process, and the buying cycle. Also included is how to set up a successful PPC account, how to set and measure goals, and how to optimize keyword usage using a variety of strategies. Learners will then examine components of effective ads and landing pages, how to optimize ad targeting, and when to use search or display advertising. The course then delves into research and analysis considerations, such as report creation, improving quality score, and using A/B and multivariate ad testing. Course material is presented through the use of text, videos, games, and other engaging content.

Learning Outcomes

- Explain the purpose of paid search (pay-per-click) advertising
- Define search marketing, search engine marketing (SEM), and search engine optimization (SEO)
- Describe the search process and the search buying cycle
- Demonstrate how to set PPC account goals and measure them
- Explain how to build a PPC account and estimate conversion rates
- Understand and set bids
- Conduct an audit of a PPC account
- Describe different types of keyword searches
- Explain how to use keyword planners and other tools
- Describe how to use keyword matching and negative keywords
- Describe the benefits of paid search (pay-per-click) and the parts of an ad
- Explain how dynamic keywords and different ad extensions are beneficial
- Relate how a marketer can segment B2B and B2C searchers
- Describe the difference between mobile and desktop ads and landing pages
- Explain how to optimize a landing page
- Understand the difference between search and display advertising
- Describe display ad formats and the importance of contextual advertising
- Identify components of an effective paid search report
- Describe the pros and cons of A/B versus multivariate testing
- Explain how to manage the PPC channel and why editors are useful

Conversion Rate Optimization

Conversion Rate Optimization is the process of steady and incremental marketing improvement to yield more robust results. In this course, learners will discover the five key steps to Conversion Rate Optimization and how the process interacts with other facets of digital marketing. Through various instructive techniques, including subject matter expert videos and case-study scenarios, this course provides learners with the knowledge and resources to be more effective professionals.

Learning Outcomes

- Define conversion rate and the many factors that contribute to it
- Identify the components of a digital marketing campaign and the role each component plays in conversion rate optimization
- Identify strategies for enhancing conversion rates
- Demonstrate successful application of the concepts learned to real-world scenarios

Mobile Marketing

In the age of smartphones, it is a foregone conclusion that marketing efforts should be accessible on a mobile device. This course introduces mobile marketing, looking at strategies for reaching target audiences through multiple channels, including websites, email, social media, and mobile apps. With an emphasis on key concepts, definitions, and metrics, the course explores ways marketers can leverage mobile devices' unique benefits to drive profitable customer action.

Learning Outcomes

- Define mobile marketing and explain its benefits
- Identify the major types of mobile devices and describe how they are used
- Explain the differences among the marketing efforts of large, medium-sized, and small businesses
- Consider the purposes of mobile marketing regulations
- Examine the key policies, guidelines, and/or organizations in the mobile marketing industry
- Identify various methods for locating mobile users
- Distinguish mobile-dedicated websites from responsive design websites
- Describe the various types of mobile advertisements
- Explain how loyalty programs and mobile coupons can enhance mobile marketing efforts
- Discuss the benefits of location-based services
- Consider how to choose the right mix of mobile marketing channels
- Define key metric categories and explain the use of channel-specific metrics

Digital Marketing Strategy

As consumers increasingly turn to the digital marketplace of the Internet, organizations recognize that they can better reach and connect with their customers, clients, or prospects through digital marketing. There are many benefits to effective digital marketing including improved brand perception, more efficient lead generation, and better customer satisfaction levels. That can translate into the sale of more products and services. Creating a digital marketing strategy is crucial to meeting the marketing goals of the organization. This course offers a step-by-step introduction to the process of creating such a strategy, with an emphasis on key concepts, definitions, and metrics.

Learning Outcomes

- Explain the importance of creating a digital marketing strategy in meeting organizational marketing
- Discuss the differences between an integrated and non-integrated digital marketing strategy
- Describe the five stages of a digital marketing strategy
- Explain how digital marketing elements can address strategic needs
- Describe the customer journey and how it applies to digital marketing
- Explore the use of a digital SWOT in assessing marketing efforts
- Explain the use of SMART goals in the planning stage
- Describe the use of the Plan, Do, Check, Act model in digital marketing
- Explain how lessons learned are integrated into digital marketing
- Describe the key ethical and legal issues in digital marketing
- Discuss best practices in fashioning a digital marketing strategy

Credits

- ⚙ 3 IACET CEUs
- ⚙ 30 SHRM PDCs
- ⚙ 30 AMA PCM CEUs
- ⚙ 10.5 PMI PDUs:
 - 5.75 Ways of Working PDUs
 - 4.75 Business Acumen PDUs
- ⚙ 22.5 HRCI Credits
- ⚙ 32 ATD CI Credits

Accreditations

