

8Pillars Certified Digital Marketing Professional

Align your skills with the needs of industry



www.8Pillars.com.au

PeopleCert
All talents, certified.



digital marketing institute

Validated by the Industry Advisory Council comprised of members from:





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Certified Digital Marketing Professional

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Welcome

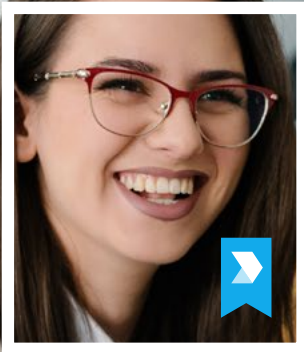
Digital technologies have changed the way we work, live and communicate. We know this huge shift can pose challenges for your current role. We understand that advancing and progressing your future career is important to you.

That's why we have designed a professional 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.

With 18,000 certified professionals across 100 countries, the Digital Marketing Institute sets the global standard in digital marketing and selling. We provide a certification that is designed by experts, to create experts.

Become a leader in your industry by becoming a certified digital marketing professional.

Your digital future awaits.



DID YOU KNOW?

95% of our **certified** professionals are currently employed and 81% were promoted after earning their certification.



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 Institute-based certification programs are credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF) and corresponds to Level 5 on the European Qualifications Framework (EQF). Validation of our programs with the SQA provides a secondary level of quality assurance. Students are not registered nor certified by the SQA as part of their program. SQA validation and certification does not transfer to partner programs.



Our **Certified** Professionals are Thriving

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

Microsoft

facebook

ebay

Google



LinkedIn



unicef

Symantec



HubSpot



BRITISH
AIRWAYS

NOKIA



accenture

citibank



Program Overview

Who is this professional certification for?

- Marketing Executives, Managers, Senior Management
- IT Managers
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

This program benefits various levels of skill and experience, and will empower you to maximize the impact of your marketing through powerful digital tools.



What will you learn?

By earning this certification, you will be able to:

- Conduct digital research, set business objectives for campaigns and develop a targeted digital marketing strategy
- Build and publish a well-designed and high performing and optimized website aligned to your business goals
- Create and curate compelling and innovative content that drives ROI
- Set up, optimize, create, execute and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat
- Boost your website's organic ranking by optimizing technical on-page and off-page elements
- Create and manage paid search campaigns in Google AdWords and use Google Analytics to measure performance
- Use Google AdWords to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance
- Design effective emails that generate leads, retain customers and inspire evangelists
- Set goals for your business and website, and understand how analytics tools are used to help measurement
- Use owned, accessed, desk, audience, competitor and social listening research to create a how-to guide for all digital marketing activities



How do you earn your certification?

Our global network of approved partners offer our professional certification in digital marketing in a variety of ways:



Instructor led

This ensures you can learn in a classroom-based setting through group workshops or lectures from experts with both theoretical and real life experience of digital marketing.



Online

You can take advantage of our fully interactive programs with 24/7 access to video lectures, slide presentations, practical exercises and quizzes at your own pace. A supportive student network is also available to tap into as and when required.



Blended

A mixture of instructor-led and online, this enables you to combine the way you learn through web-based learning with traditional classroom methods.

Whatever way you decide to learn, our network of partners will help you become skilled and certified in the realm of digital marketing.





Modules

Becoming a **Certified** Digital Marketing Professional will ensure you are equipped with the tools and skills needed to create a cohesive, effective digital marketing strategy.

There are ten comprehensive modules in the program that cover all the disciplines involved in best practice digital marketing:

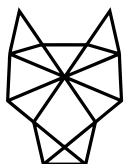
1. Digital Marketing Foundations
2. Website Optimization
3. Content Marketing
4. Social Media Marketing
5. SEO
6. Paid Search
7. Display & Video Advertising
8. Email Marketing
9. Analytics
10. Digital Strategy



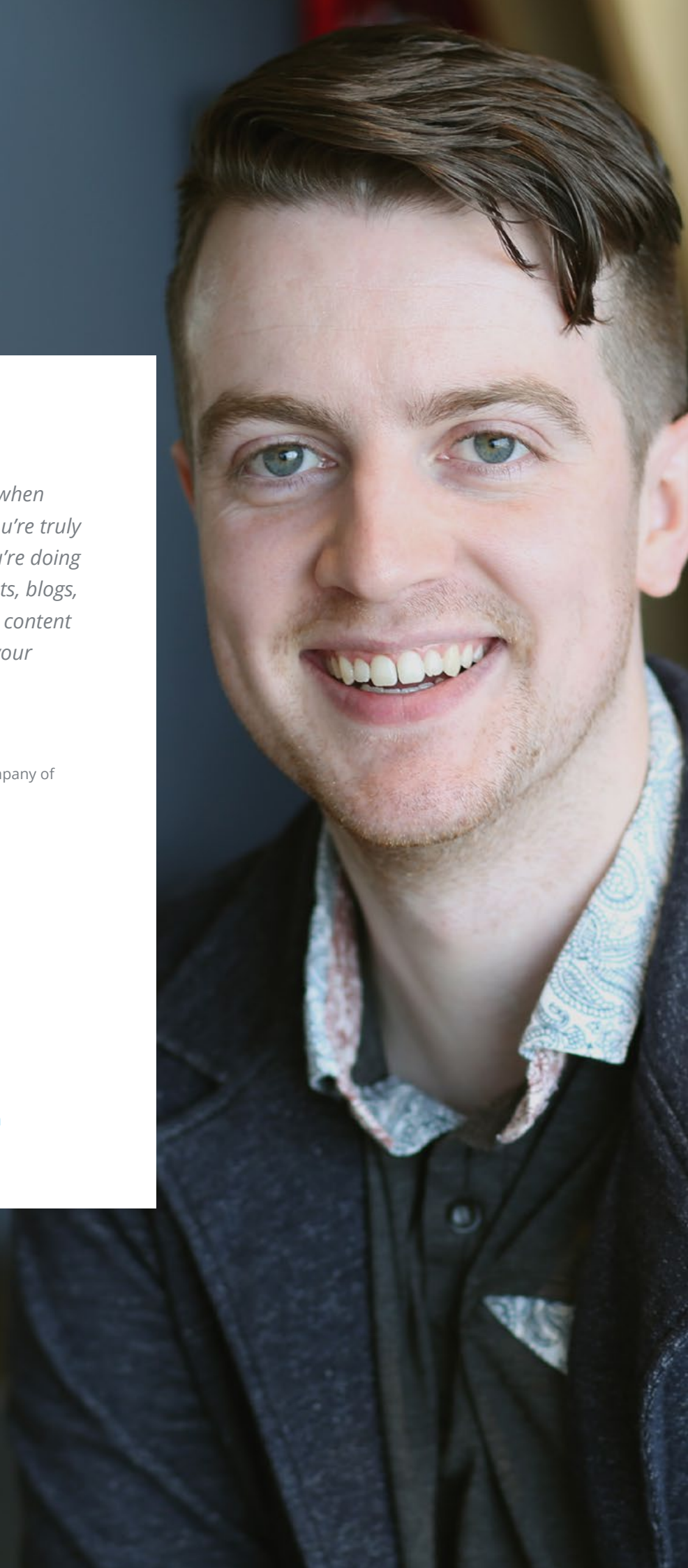
"The learning doesn't stop when you leave the lectures. If you're truly passionate about what you're doing there is a wealth of podcasts, blogs, books, webinars and other content online that will help grow your knowledge."

Gavin O'Leary

Community Manager at In the Company of Huskies



Read Gavin's story at
digitalmarketinginstitute.com





MODULE 1

Foundations of Digital Marketing

The Digital Marketing Foundations module will introduce you to conducting digital research, setting business objectives for a digital campaign and preparing the foundations for developing a targeted marketing strategy.

It will help you identify the core principles and purposes of digital marketing. It will also explore the buyer's journey process, identify digital channels, the benefits of combining traditional and digital marketing and the principles of 3i methodology.

Through this module you will develop clear and actionable objectives for a digital marketing plan. It will also help you to use digital research and social listening by looking at research concepts, platforms, tools and value the importance of industry and cultural research.

On completion, you will recognize how teamwork and roles can contribute to your digital marketing strategy and introduce the PROPEL model as a framework for planning.

Topics covered include:

Principles of Digital Marketing

- Concepts of Digital Marketing
- The Buyer's Journey
- The Marketing Function
- The Marketing Function & Buyer's Journey
- Traditional and Digital Marketing
- Digital Marketing Institute 3i Principles
- Digital Channels

Developing Objectives

- Planning stage considerations
- SMART Objectives

Digital Research

- Audience Research
- Audience Listening Tools

- Competitive Research
- Industry Research
- Cultural Research

Teamwork

- Digital Marketing Industry
- Business Teams
- Shared Business Objectives
- Relationship Between Sales and Marketing
- Effective Communication Skills

PROPEL Model

- PROPEL



MODULE 2

Website Optimization

The Website Optimization module will explore how to build and publish a well-designed, high-performing and optimized website that is aligned to your business goals.

You will use the key components of web design to design, create and publish an effective website and choose the most suitable hosting option based on budget and business goals.

At the end of the Website Optimization module you know how to improve user experience through A/B testing, mobile-first design and UX and UI optimization.

This module will help you understand how to use your website for insight, tracking, measurement and data capture using metrics and tools.

Topics covered include:

Concepts

- Website Optimization
- The Purpose of Website Optimization
- Components of Website Design

Architecture

- Website Hosting Options
- Build a Website
- Create a Layout For Your Site

Web Design & Content

- Design Principles
- Mobile First Design
- Website Copy
- A/B Testing

Optimize

- UX versus UI
- UX and UI Principles
- Assess UX
- Improve UX
- Optimize a Website

Measure

- Website Metrics
- Evaluate a Website
- Monitor and Report



MODULE 3

Content Marketing

The Content Marketing module will enable you to develop the knowledge and skills needed to plan and execute a content marketing strategy in a persona-oriented and data-driven way informed by business objectives, aligned with the buyer journey and overall marketing strategy.

You will understand the fundamentals of content marketing and how to develop a strategy by conducting social listening, competitor analysis and content audits. In addition, you will know how to develop target

personas and how to select the most suitable CMS for your needs.

To achieve this you will explore social listening, competitor analysis, target personas, content audit and Content Management Systems.

This module will enable you to create and curate compelling and innovative content. It will also help extend the value of your content and understand how to promote it across distribution channels and measure your content marketing ROI.

Topics covered include:

Content Marketing Concepts

- Content Marketing
- Types of Content
- Content Intent
- Community Management
- Content Marketing Strategy

Research

- Social Listening
- Competitor Analysis
- Content Audit

Plan

- Content Goals
- Buyer Personas

- Content Topics
- Content Calendars
- Content Management Systems

Create & Curate

- Content Creation
- Content Types
- Content Creation Tools
- Content Curation
- Content Curation Tools
- Defining Your Personality
- Brand Storytelling
- Content Personalization

Publish

- Content Platforms
- Content Seeding
- Content Scheduling
- Content Promotion
- Content Repurposing

Measure Content Performance

- Content Marketing ROI
- Content Marketing Goals
- Key Metrics & Tools



MODULE 4

Social Media Marketing

The Social Media Marketing module enables you to apply social media concepts and best practices to organic and paid marketing activities to run campaigns that yield ROI and meet business objectives.

You will understand the fundamental principles of social media marketing and identify key stages in the buyer's journey. It will also help you identify the most influential social media platforms.

This module will help you explore the core features, tools and guidelines for setting up, optimizing and posting on Facebook, Twitter, LinkedIn, Instagram and Snapchat. It will also enable you to build, manage and sustain an active community on these social networks.

You will also learn to apply paid concepts to inform the development of a social media marketing strategy. This will extend to reporting on ad campaigns across relevant channels using advanced and paid advertising tools.

Topics covered include:

Introduction to Social

- Concepts
- The Buyer's Journey
- Platform Principles

Facebook

- Campaign Development
- Audience Insights
- Ads Manager & Ad Auctions
- Facebook Canvas

Twitter

- Setup & Customization
- Ads Manager & Ad Formats
- Campaign Development
- Ad Auctions & Campaign
- Optimization & Analysis

LinkedIn

- Setup & Customization
- Page, Affiliate & Showcase
- Campaign Development
- Content Ads, Sponsored InMails
- Targeting & Analysis

Instagram

- Platform Principles
- Instagram posts & Ad Formats
- Campaign Objectives & Ad Buying
- Analysis

Snapchat

- Platform Principles
- 3V Advertising, SnapAds, Geofilters

- Campaign Objectives & Ad Buying
- Analysis

Communities

- Concepts
- Community Management

Campaign Concepts

- Campaign Development
- Objectives & Campaign Analysis



MODULE 5

SEO

The Search Engine Optimization (SEO) module will enable you to build an organic search marketing strategy that brings the right kind of visitors to your website. It will help you understand how to boost conversions, stand out against competitors and ensure the best possible ROI.

You will get to grips with the fundamentals of SEO and set objectives to drive traffic and

generate leads. It will also help you build an SEO content plan based on competitive and keyword research.

By the end of this module you will know how to boost organic search on your website using on-page and off-page technical elements and be able to measure the success of your overall SEO efforts.

Topics covered include:

Introduction to SEO

- Paid Versus Organic Search
- How Search Engines Work
- Keywords
- SERPs (Search Engine Results Pages)

Set SEO Objectives

- Types of SEO Objectives
- Setting Objectives

Keyword Research

- Types of Keywords
- How to Conduct Keyword Research
- Turning Research into Content

Optimize

- Technical Optimization
- On-Page Optimization

- Off-page Optimization
- SEO Action Plan

Measure Performance

- Traffic Sources
- Types of SEO Metrics
- Measuring Success



MODULE 6

Paid Search

The Paid Search module will help you understand the fundamentals of paid search, how it differs from organic and the key benefits of both.

You will develop the knowledge and skills needed to create and manage paid search campaigns in Google AdWords. In addition, you will know how to optimize paid search

campaigns by scheduling ads and setting bid adjustments for audiences, locations, and devices.

As part of this module, you will explore how to measure the effectiveness of paid search campaigns through KPIs, conversion tracking and advanced reporting using Google Analytics.

Topics covered include:

Concepts

- Paid Versus Organic Search
- Search Engines
- Benefits of Paid Search
- Campaign Elements

Launch

- Google AdWords
- Account Structure
- Account Elements
- Keyword Research
- Campaign Creation

Manage

- Budget Management
- Bidding
- Campaign Optimization

Measure

- Campaign Measurement
- Advanced Measurement



MODULE 7

Display & Video Advertising

The Display & Video Advertising module will equip you with the technical understanding and skills to build and maintain an effective Display & Video advertising strategy.

You will learn about the fundamental concepts of display and video advertising, how to create a YouTube channel, manage video content and identify ad formats available for the Google Display Network and YouTube.

You will also learn how to create and manage Display & Video Advertising campaigns in Google AdWords.

In order to optimize display and video advertising campaigns, you will understand how to add targeting, re-marketing and a bidding strategy to your campaigns. In addition, you will know how to analyze their effectiveness by pulling detailed reports in Google AdWords and Google Analytics.

Topics covered include:

Concepts

- Concepts
- Platforms
- Advertising Buying Mechanisms
- Campaign Objectives

YouTube

- Google Display Network
- Display Ad Formats
- Video Ad Formats

Ad Formats

- Google Display Network
- Display Ad Formats
- Video Ad Formats

Creation

- Display Campaign Creation
- Display Ad Creation
- Video Campaign Creation
- Video Ad Creation

Target

- Targeting

- Audience Targeting
- Contextual Targeting
- Advanced Targeting
- Targeting Exclusions
- Remarketing
- Bidding

Measure

- Metrics
- Display Campaign Reporting
- Video Campaign Reporting
- Google Analytics Reporting
- Campaign Optimization



MODULE 8

Email Marketing

The Email Marketing module will teach you the fundamentals of email marketing and how to strategize your delivery plan to test, optimize and report on the performance of campaigns.

This module will help you understand the fundamentals of email marketing and the impact of permissions, mobile, buyer journey and marketing life cycle.

It will help you apply the core principles, techniques and actions for developing a high

performing email marketing strategy. It will also ensure that you can design effective emails that generate leads, retain customers and inspire evangelists.

In the creation of campaigns, you will know best practice and explore email tests, metrics and statistics to report and optimize a campaign. It will also help you to understand the techniques, process and value of marketing automation.

Topics covered include:

Fundamentals

- Key Concepts
- Inbound Email Marketing
- Legislation and Regulations

Email Strategy

- Email Strategy
- Email Service Providers
- Data Capture
- Contact Database

Email Design

- Email Components

- Audience
- Subject Line
- Email Copy
- Email Design
- Call to Action
- Images

Campaign Delivery

- Email Campaign Creation
- Deliverability Factors
- Campaign Delivery Challenges
- Campaign Delivery Management

Testing & Optimizing

- Email Testing
- A/B Testing
- Campaign Performance
- Optimizing
- Minimizing Bounces and Unsubscribes

Marketing Automation

- Marketing Concepts
- Marketing Automation Process



MODULE 9

Analytics

The Analytics module will help you understand the basic concepts of using analytics in digital marketing from initial set-up to reporting.

You will be able to recognize the fundamentals of web analytics to draw actionable conclusions from data and create a Google Analytics account to glean insights about traffic and audiences.

Through this module, you will set goals for the business and website learning how to

use analytics tools to measure your KPIs and website performance. You will also be able to differentiate between the reporting features for monitoring a digital marketing campaign.

This module will enable you to conduct analysis and reiteration of campaigns by gaining insights through tracking and assessing conversions, reporting technical performance of and reviewing KPIs.

Topics covered include:

Concepts

- Web Analytics
- Web Analytics Tools
- Measurement Plan

Set Up

- Technical Elements
- Benefits & Limitations
- Tracking
- Settings
- Integrating Marketing Tools

Goals

- What is a Goal?
- Why Set Goals?
- Setting Goals
- Measuring Goals

Report

- Report Areas
- Audience
- Acquisitions
- Behavior
- Conversions

Analyze

- Goals and Business KPIs
- Target Audience Profile
- Analyzing Behavior Reports
- Assessing Technical Performance
- Conversion Journey



MODULE 10

Digital Strategy

The Digital Strategy module uses the PROPEL planning model (Plan, Research, Objectives, Propose, Execute and Learn) to teach you how to design complex, long-term digital marketing strategies that service marketing and commercial objectives.

You will learn how to identify the core component of strategy and the benefits of using a PROPEL model. It was also help you establish the foundations of a strategy from requirements to budget and ownership.

Using a variety of research methods such as desk, audience, competitor and social listening, you will understand how to direct all your marketing activities.

This module will also enable you to set objectives for clear and measurable KPIs and prepare a strategic plan that incorporates content, search and creative strategies.

At the end of this module, you will know how to develop a media plan and improve performance and insight through data analysis and team work.

Topics covered include:

Concepts

- Strategy Fundamentals
- PROPEL Model

Plan

- Concepts
- Expectations
- ROI
- Digital Audit
- Digital Resources
- Budgeting
- Ownership

Research

- Concepts
- Owned, Accessed & Desk Research
- Audience & Competitor Research

- Social Listening
- Plan of Action

Objectives

- Concepts
- Success Outcomes
- KPIs
- Reviews

Prepare

- Concepts
- Overarching Strategy
- Search Strategy
- Display Strategy
- Content Strategy
- Creative Strategy
- Asset Development
- Connection Strategy
- Strategic Plan

Execute

- Concepts
- Launch Plan
- Media Plan
- Success Indicators
- The Value of Social

Learn

- Concepts
- Reporting
- Continuous Development
- Cyclical Planning Model
- Teamwork



"Digital marketing has brought about an enormous paradigm shift in how businesses interact with customers. The ever-growing demand for adept digital marketing professionals has created a skills gap that PeopleCert is uniquely qualified to address in collaboration with the Digital Marketing Institute. With a partner network of more than 10,000 organizations in over 180 countries, PeopleCert will bring the Digital Marketing Institute's certifications to professionals worldwide, offering them unique opportunities for career development."

Byron Nicolaides
Group Chairman & CEO of PeopleCert



Certification Assessment

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

The duration of the exam is 180 minutes

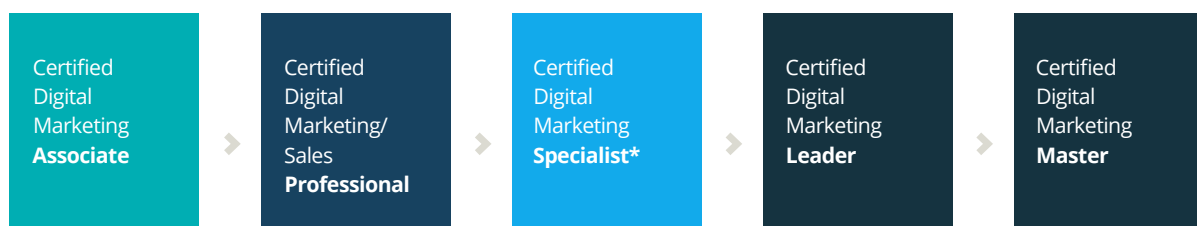
Examinations are delivered through PeopleCert's network of test centers, as well as through Online Proctoring, an innovative examination method that allows candidates anywhere in the world to sit their exam from their own home or office.




Certification Roadmap

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 specialist skills in areas such as search and social media. For marketers looking to move onto a leadership role or become an expert in digital marketing, our Postgraduate and Masters are the ideal certifications for anyone looking to excel in the industry.



* There are 3 specialist certifications which include: Search Marketing, Social Media Marketing, Digital Strategy & Planning

A woman with long brown hair, wearing a light green button-down shirt and dark blue jeans, is sitting on the edge of a wooden desk. She is looking towards a man standing next to her. The man has a beard and is wearing a blue 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, 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 program 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 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

setting the standard

8Pillars

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