8Pillars

Certified Digital Marketing Specialist - Social

Align your skills with the needs of industry

www.8Pillars.com.au

Content

Certified Digital Marketing Specialist - Social

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.

With nearly one-third of the world's population – 2.34 billion people – accessing social networks on a regular basis, the impact of social media is undeniable. Knowing how to use these channels to distribute content, engage with customers and drive traffic is crucial to business success.

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.

Become a leader in your industry by becoming a certified social media specialist.

setting the standard

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 now work with some of the world's leading brands.

Microsoft   facebook   ebay   Google

Twitter   3   Linked in   Unilever

vodafone   unicef   Symantec.   hp

Virgin media   HubSpot   NIKE   BRITISH AIRWAYS
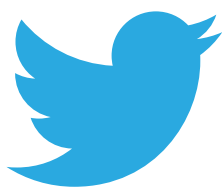
NOKIA   BT   accenture   citibank

"Having gained an introduction
to the digital field at Epsilon,
I realized there were many
more areas to explore and gain
knowledge in. Digital marketing
is a key part of every successful
business, and is a career path I
decided to pursue"

Davin Kelly
Marketing Operations Specialist

Read Davin's story at
digitalmarketing**institute**.com

Program Overview

Who is this program for?

Social media specialists, enthusiasts, executives or anyone who would like to enhance their digital marketing knowledge base in this area would excel on this program. This certification is suitable for any level of skill or experience and is designed to prepare you to engage specifically with social media marketing within an overall digital marketing domain.

What can you expect?

Through dynamic lectures and case studies, social media experts will take you through the latest techniques for content creation and outreach across all of the core social networks, giving you a practical knowledge of how to create best practice paid and organic social media campaigns. In just 30 hours, you'll be ready to develop and implement a robust social media strategy that fosters trust and increases sales.

What will you learn?

The Digital Marketing Institute's panel of Subject Matter Experts has specifically structured the certification to focus on current trends and best practices in social media marketing.

As well as producing innovative and creative social media strategies, you will learn how to boost brand awareness with content that makes your users want to share, tweet and pin your path to social media success. With the effective analysis of campaign results, you'll be on track to exceed sales targets and advance your career with the latest social media marketing techniques.

Program Content

The specialist digital certification in social media focuses on the planning, implementation and measurement of your social media strategy.

There are ten modules in the program:

1. Social Research

2. Content Creation

3. Content Outreach

4. Facebook

5. Twitter

6. LinkedIn

7. Social Apps

8. Social Video

9. Marketing Automation

10. Strategy & Planning

MODULE 1

Social Research

The Social Research module will introduce you to the key social media concepts and equip you with the research tools and techniques needed to discover everything you need to know about your audience, competitors, cultural and industry trends.

What you'll learn

- Understand the foundation principles of social media marketing

- Distinguish between traditional and social media marketing

- Understand the dimensions of audience research to define the needs, wants and goals of your audience

- Create a framework for identifying and performing competitor analysis

- Investigate the key components of cultural and trend research to inform your social media campaigns

- Analyze data and extract actionable insights to inform the creation of a social media marketing strategy

Content Creation

The Content Creation module will introduce the concept of engaging with and acquiring customers using the creation and sharing of content. This module equips you with the knowledge and skills to resource a content management function, to target your audience, select your platform and make use of social listening and competitor analysis.

What you'll learn

- Plan a content creation strategy that targets the right audience to increase ROI

- Create a variety of content formats that will help you deliver the right content to the right audience to increase conversions

- Identify best practice, optimal management and scheduling of your content for increased engagement and reach

- Devise, execute and monitor your own content creation strategy for campaign success

MODULE 3

Content
Outreach

You'll be introduced to the concept of content seeding and how to use content effectively over multiple social platforms. You will acquire an understanding of how to promote content and the importance of paid promotion for relevant, highly shareable content.

What you'll learn

- Create a solid content outreach strategy by performing content analysis to extract deep insight

- Understand content seeding and how to use content effectively over multiple social platforms

- Apply content outreach tactics and concepts in order to gain reach for your target audience

- Effectively analyze and measure the success and impact of your content

- Monitor the results of the publishing and promotion of content to improve and optimize your content outreach strategy

MODULE 4

Facebook

The Facebook module provides you with a comprehensive understanding of how Facebook works as a platform for community building, content marketing and brand promotion.

This module guides you through the various aspects of Facebook for Business such as Facebook Ads. You will also be adept in planning and delivering a Facebook Advertising strategy, including KPI monitoring and ongoing measurement.

What you'll learn

- Understand how Facebook works as a platform for community building, content marketing and brand promotion

- Develop a Facebook page that expresses your identity, reaches your audience and engages with your audience through social interactions

- Identify and utilize the various Facebook platform features to target your audience and drive results

- Plan and deliver a Facebook Advertising strategy, using the various advertising tools and formats available

- Analyze, optimize and report on the performance of your ads to create powerful campaigns that convert

MODULE 5

Twitter

This module equips you with the knowledge of how Twitter operates and the value it represents for businesses as a marketing and promotion platform.

You will be guided through each step of using Twitter for Business; from customizing your account to building a profile for your business' Twitter page. The Twitter module will also teach you how to target specific demographics when building your following.

What you'll learn

- Recognize the value Twitter represents for businesses as a marketing and promotion platform

- Setup, customize and promote a Twitter account to build a profile for a business, brand, organization or personality

- Implement Twitter Ads and specific formats to run campaigns and promote content aligned to your KPIs and marketing objectives

- Learn how to integrate Google Analytics with Twitter analytics and third party tools to analyze campaign performance and optimize accordingly

MODULE 6

LinkedIn

The LinkedIn module gives you a comprehensive understanding of the benefits of using LinkedIn for marketing purposes. You will learn LinkedIn-specific features which will help you to facilitate campaign objectives.

What you'll learn

• Recognize the importance of having a unified brand presence across company and personal LinkedIn accounts

• Use LinkedIn-specific features and tools to set campaign objectives and increase ROI

• Run ad campaigns that reach, nurture and convert customers

• Use LinkedIn analytics tools to measure and report on your campaign success

MODULE 7

Social Apps

The Social Apps module will give you core insights into the leading app-based platforms; Instagram and Snapchat. Going beyond basic features and vanity metrics, you will learn how to navigate each platform and discover the features that can be leveraged to deliver real measurable results in unique, creative and interactive ways.

What you'll learn

- Confidently navigate each platform's features and optimize for both organic and paid campaigns that drive results

- Manage Instagram and Snapchat accounts effectively, in accordance with best practice guidelines

- Master Instagram and Snapchat's native advertising tools to drive targeted traffic to your content

- Analyze campaign performance through native and 3rd party analytics tools to measure success and improve your social media efforts

MODULE 8

Social Video

The Social Video module will introduce you to the concept of social video marketing and its growing importance for today's online consumers. Focusing on YouTube, you will learn how to leverage the creative life cycle for audience development and advertising in order to build sustainable communities for lead generation.

What you'll learn

- Create, optimize, and manage a YouTube channel for your brand

- Recognize and understand the best formats of social video for content promotion

- Use enhancement features to improve your video content and extend user engagement in order to gain a dedicated fan base and create brand advocates

- Make your video content searchable by targeting key demographics and new potential markets

- Develop your own YouTube advertising strategy in order to run cost-effective and successful campaigns

- Utilize YouTube's pro-analytics for monitoring your advertising strategy

Marketing Automation

The Marketing Automation module aims to empower digital marketers to automate their marketing processes in the areas of lead management, lead generation, lead nurturing, sales enablement, social media marketing automation and customer evangelism.

What you'll learn

- Understand the terminology, features and processes used in marketing automation

- Appreciate the capabilities of marketing automation software for scaling marketing processes and activities that are already successful

- Make informed decisions on the best marketing automation tool for your business and marketing goals

- Understand inbound/outbound marketing philosophies, the buyers journey and how they can be applied to marketing automation

- Import and organize contacts from various channels to facilitate online tracking, lead scoring and segmentation

- Generate, nurture and communicate with leads through marketing automation software

- Analyze and measure the success of your efforts through daily, weekly and monthly reporting

MODULE 10

Strategy & Planning

The Strategy & Planning module will teach you how to devise an all-encompassing social media strategy using the PROPEL strategy model. You will learn how planning, researching, setting objectives, preparation, execution and learning are the key components of a successful social strategy and ROI.

What you'll learn

- Plan, research and set informed objectives for your social media strategy

- Prepare materials and assets to take action and implement strategy activities

- Develop and implement your content, campaigns and activations in your strategy

- Report, analyze and measure the performance and impact of your strategy activities

- Apply changes to your strategy based on learned insight from the learn phrase of the PROPEL model

Program
Delivery

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 24/7 access to video lectures, slide presentations, practical exercises and interactive 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.

Program Assessment

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

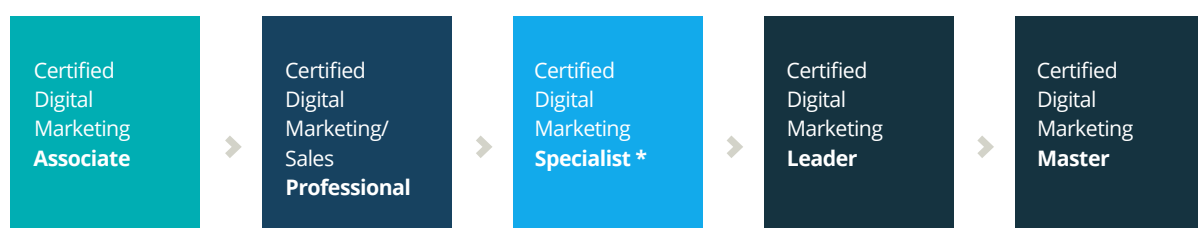**The duration of the exam is 180 minutes.**

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. The aim of our suite of certifications is to enable 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 professionals looking to move onto a leadership role or become an expert in digital marketing, our Leader and Master are the ideal certifications to excel in the industry.

| Certified Digital Marketing **Associate** | Certified Digital Marketing/ Sales **Professional** | Certified Digital Marketing **Specialist *** | Certified Digital Marketing **Leader** | Certified Digital Marketing **Master** |

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

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 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:

Google   Twitter   facebook   IBM   Microsoft   LinkedIn

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.

AUTHORIZED PARTNER

digitalmarketing**institute**.com

setting the standard

8Pillars

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