



Digital
Marketing
Institute

DMI PRO

Version 9.0
Program Outline

DMI PRO

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PROGRAM OVERVIEW

Who is this program aimed at?

The DMI Pro program is aimed at:

- Marketing managers, marketing executives, and senior management
- IT managers
- Small business owners
- Entrepreneurs
- Those with responsibility for developing or implementing an online marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

What can learners expect from this program?

Through dynamic video presentations and practical learning activities (including tutorials and exercises), you will acquire a hands-on learning experience that will enable you to demonstrate a strong foundation in digital marketing, covering the main concepts, techniques, and skills required in order to develop, plan, and implement an effective digital marketing strategy.

What will you learn?

By the end of this program, you will be able to:

- Increase your website's visibility through search engine optimization techniques
- Drive qualified traffic to your website through pay-per-click advertising
- Execute social video and digital display campaigns
- Capture, segment, and manage email subscribers in order to plan and execute a successful email marketing campaign
- Use suitable social media channels for different business goals and objectives
- Measure and optimize your social media campaigns
- Leverage mobile marketing for its micro-targeting advantages
- Analyze and optimize your overall digital marketing activity
- Create a formal digital marketing plan for your business

PROGRAM STRUCTURE

The course comprises ten modules which provide in-depth coverage of all the key disciplines required for best practice digital marketing.

The titles of the ten modules are:

1. Introduction to Digital Marketing
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimization)
5. Paid Search (PPC) Using Google Ads
6. YouTube and Display Advertising
7. Email Marketing
8. Website Optimization
9. Analytics with Google Analytics
10. Digital Marketing Strategy

MODULE 1: INTRODUCTION TO DIGITAL MARKETING

INTRODUCTION TO DIGITAL MARKETING

This module introduces the core principles and purpose of digital marketing. It enables you to develop clear and actionable business objectives for a digital marketing plan. You'll learn how to uncover audience and industry insights from digital research, and to connect effectively with your customers and target audience with a 360 digital marketing campaign.

Principles of Digital Marketing

Lesson Goal: To identify the core principles and purpose of digital marketing

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between inbound and outbound marketing strategies
- Distinguish between examples of digital media used in digital marketing
- Distinguish between examples of traditional marketing activities
- Differentiate between the characteristics of traditional marketing and digital marketing
- Distinguish between the principles of the DMI 3i Methodology for digital marketing
- Distinguish between the different digital channels and the opportunities they provide for business online

Developing Marketing Objectives

Lesson Goal: To develop clear and actionable objectives for a digital marketing plan

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize how to develop SMART objectives for a digital marketing plan

Digital Research

Lesson Goal: To use digital research and social listening to gain insights into your competitors, audience, and your industry

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the key audience research categories that enable understanding of your audience and communities of interest
- Distinguish between audience research and social listening platforms
- Match social listening and audience research tools to examples of the data and insight they can provide
- Match cultural research tools to examples of insights they can provide

- Identify how competitive research tools and sources of information aid in extracting insights on competitors
- Recognize how industry trend research provides insight into an industry

Connecting with the Customer

Lesson Goal: To use the buyer's journey to understand how to engage an audience effectively with 360 digital channels and content

Learning Objectives

After completing this lesson, you will be able to: -

- Differentiate between each stage of the Buyer's Journey
- Identify the value of a 360 digital marketing campaign
- Appreciate the value of the key concepts, principles, procedures, and tools associated with the discipline of Digital Marketing

Project Management

Lesson Goal: To understand the core concepts of project management, and how project management processes can be used to achieve project success

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the benefits that effective project management can offer a project
- Identify the common tasks that a project manager carries out
- Identify the skill sets that a project manager should possess
- Identify the steps in the 7-step framework for managing projects

Managing Your Time Effectively

Lesson Goal: To use strategies to manage time more effectively in order to achieve personal and business objectives

Learning Objectives

After completing this lesson, you will be able to: -

- Identify ways of dealing with people who make requests on your time
- Identify the benefits of effective time management
- Distinguish between urgent and important tasks
- Identify best practices to help you achieve your goals
- Identify strategies you can use to save and create time
- Recognize how to eliminate personal time stealers

MODULE 2: CONTENT MARKETING

CONTENT MARKETING

This module explores the knowledge and skills required to plan and execute a content marketing strategy in a persona-oriented, data-driven way. You'll be able to connect content to the Buyer's Journey and understand how to engage your audience in a meaningful way. It covers content creation, content curation, and how to extend the value of content using scheduling tools and promotion methods. The module concludes by examining the key metrics and tools for measuring the performance of a content marketing strategy.

Content Marketing Concepts and Strategy

Lesson Goal: To understand the fundamentals of content marketing and use content effectively at each stage of a digital marketing strategy

Learning Objectives

- Recognize how content marketing can add value to a business
- List the benefits of effective content marketing
- Align content effectively to stages of the Buyer's Journey
- List the qualities of effective content
- Differentiate between the two main types of content
- Recognize the purpose of a content marketing strategy

Developing a Content Marketing Plan

Lesson Goal: To initiate a content marketing strategy by establishing goals, tailoring topics to target personas

Learning Objectives

- Differentiate between types of content marketing goals
- Identify the key considerations for aligning content marketing goals with business goals
- Identify the factors to consider when creating customer personas
- Recognize best practices for incorporating buyer personas into a content strategy

Using Content Research to Find Opportunities

Lesson Goal: To understand how to effectively implement the research phase of a content marketing strategy, write a creative brief, and craft an effective brand story

Learning Objectives

- List the benefits of conducting social listening as part of the research phase of a content marketing strategy
- Recognize how to inform a content strategy by analyzing and monitoring competitor content
- Use research best practice to develop content topics based on target personas
- Identify the steps to consider when writing a creative brief
- Craft an effective brand story that includes business and content marketing goals, personas and key messaging

- Identify the key components in a company's brand personality

Creating and Curating Content

Lesson Goal: To create, curate and repurpose compelling content that's is personalized and planned effectively.

Learning Objectives

- Identify the steps involved in the creative process
- Distinguish between the content types and formats available for content marketing efforts
- Identify best practice guidelines for critiquing content
- Recognize best practices for creating content
- Identify key steps to create a blog that drives traffic
- Differentiate between types of curated content
- Distinguish between content creation and curation
- Repurpose content into different formats for different audiences to maximize visibility
- Recognize the benefits of content personalization
- Develop a content calendar to plan and structure content creation and promotion
- Select the most appropriate content platform for different content types

Publishing and Distributing Content

Lesson Goal: To understand the value of content seeding, effectively use scheduling tools and promotion methods to distribute content, and recognize the importance of community management

Learning Objectives

- List the benefits of content seeding
- Use content scheduling techniques and tools to distribute content across social media platforms
- Distinguish between the strategies for content promotion
- Recognize how community management complements content marketing

Metrics and Content Marketing

Lesson Goal: To measure content marketing return-on-investment by analyzing key metrics

Learning Objectives

- List the benefits of measuring the success of content marketing efforts
- Distinguish between engagement metrics and conversion metrics for content marketing campaigns
- Determine key metrics to derive insights from content activity
- Determine the return-on-investment (ROI) on a content marketing campaign
- Identify the key components of a content marketing report

Enhancing Your Creativity

Lesson Goal: To enhance your creativity in the workplace by generating new ideas and finding innovative solutions to problems

Learning Objectives

After completing this lesson, you will be able to: -

- Use a five-stage creative process to generate new ideas and solutions
- Identify tactics to use to remove barriers to creativity
- Recognize effective ways of responding when an idea fails or is rejected

MODULE 3: SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING

This module introduces the key social media platforms for digital marketing, and it demonstrates how to set up a social media experience for a business. It explains the techniques and best practices for growing and engaging a social media audience, and it demonstrates how to create effective paid advertising campaigns on the key social platforms. It also covers how to extract and report on data from the platforms' native analytics tools to derive deeper audience and campaign insights.

Key Social Platforms for Digital Marketing

Lesson Goal: To identify the benefits of social media marketing and differentiate between both the most influential and niche social media platforms and their advantages for a digital marketer

Learning Objectives

- Identify the key benefits of social media marketing
- Recognize the responsibilities of a social media marketer
- Identify the stages of the Consumer's Journey most influenced by social media marketing
- Distinguish between the most influential social media platforms and their advantages to a digital marketer
- Distinguish between the niche and emerging social media platforms and their advantages to a digital marketer
- Recognize terminology related to the key social media marketing platforms

Setting up a Social Media Experience for a Business

Lesson Goal: To set up a social media account for a business on key social media platforms

Learning Objectives

- Identify best practices for setting up a social media account for a business
- Set up a Facebook page for a business
- Set up a YouTube channel for a business
- Set up an Instagram page for a business
- Set up a LinkedIn page for a business
- Set up a Twitter page for a business
- Set up a Pinterest page for a business

Growing and Engaging an Audience Using Social Media

Lesson Goal: To build, manage, and sustain an active community on social media platforms

- **Learning Objectives**
- Identify techniques and best practices to build a loyal community on social media platforms
- Identify techniques and best practices to manage and sustain a community on social media platforms
- Apply best practices for posting content on social media platforms
- Identify best practices for creating and sharing stories on social media platforms
- Identify best practices for posting video content on social media platforms

- Identify best practices for hashtag usage on social media platforms
- Recognize the best practices for posting content on Facebook
- Recognize the best practices for posting content on YouTube
- Recognize the best practices for posting content on Instagram
- Recognize the best practices for posting content on LinkedIn
- Recognize the best practices for posting content on Pinterest

Creating and Optimizing Social Media Campaigns

Lesson Goal: To create paid advertising campaigns on key social media platforms using a range of advanced tools and features

Learning Objectives

- Distinguish between the key steps for setting up an effective social media marketing campaign
- Use Business Manager to create and optimize campaigns on Facebook and Instagram
- Use Ads Manager to create and optimize campaigns on Twitter
- Use Campaign Manager to create and optimize campaigns on LinkedIn
- Use Ad Manager to create and optimize campaigns on Pinterest

Developing Data-Driven Audience and Campaign Insights Using Social Media Tools

Lesson Goal: To extract and report on data from social media platform analytics tools and utilize it to inform future campaign objectives

Learning Objectives

- Identify the benefits of using social media tools to analyze your campaigns
- Distinguish between the different social media tools available to analyze campaigns
- Identify the native tools to use to derive analytics insights from Facebook activity
- Distinguish between the native tools for deriving analytics insights from Twitter activity
- Distinguish between the native tools for deriving analytics insights from LinkedIn activity
- Identify the native tools to use to derive analytics insights from Instagram activity
- Recognize the capabilities of Pinterest Analytics to provide insight on Pinterest campaigns

MODULE 4: SEO (SEARCH ENGINE OPTIMIZATION)

SEO (SEARCH ENGINE OPTIMIZATION)

This module begins with the fundamentals of SEO and how search engines work. It explains why it is vital to align SEO objectives with overarching business objectives and how to use keyword and competitor research to build an SEO content plan that brings the right kind of visitors to a website. It also covers how to boost online conversions to help stand out in today's fiercely competitive online marketplace and ensure the best possible ROI.

SEO Fundamentals

Lesson Goal: To understand the fundamentals of SEO and how it differs from Paid Search

Learning Objectives

- Distinguish between paid and organic search
- Differentiate between the key components of SEO
- Recognize how search engines work
- Differentiate between the three primary functions of a search engine
- Distinguish between common types of search queries
- Identify the components of a SERP

Aligning SEO and Business Objectives

Lesson Goal: To set business, SEO, and website objectives to drive website traffic, build awareness, and generate leads

Learning Objectives

- Recognize the importance of setting SEO objectives
- Distinguish between various types of objectives for SEO
- Create SEO objectives for your website and business

Keywords and Building an SEO Content Plan

Lesson Goal: To build an SEO content plan based on strategic keyword and competitive research

Learning Objectives

- Recognize the purpose of keyword research
- List the benefits of keyword research
- Distinguish between short tail and long tail keywords
- Conduct keyword research
- Turn keywords into SEO content for a site

Optimizing Organic Search Ranking

Lesson Goal: To boost a website's organic search ranking using on-page, off-page and technical elements

Learning Objectives

- ↗ Configure technical components of a website for best visibility in search engines
- ↗ Optimize on-page elements to boost rankings
- ↗ Optimize for user satisfaction
- ↗ Optimize off-page elements to boost rankings
- ↗ Conduct an SEO audit to optimize technical, on-page, and off-page components

Measuring SEO Performance

Lesson Goal: To measure the success of overall SEO efforts

Learning Objectives

- ↗ Monitor the sources of traffic to a website
- ↗ Differentiate between various types of SEO metrics
- ↗ Use key SEO metrics to measure the success of your SEO efforts

Enhancing Your Problem-Solving Skills

Lesson Goal: To develop and improve your problem-solving skills, so you can tackle problems more effectively in the workplace

Learning Objectives

After completing this lesson, you will be able to: -

- ↗ Identify techniques you can use to effectively describe the problems you encounter in the workplace
- ↗ Recognize the stages in a typical problem-solving strategy
- ↗ Identify the skill sets you should cultivate in order to solve problems effectively

MODULE 5: PAID SEARCH (PPC) WITH GOOGLE ADS

PAID SEARCH (PPC) WITH GOOGLE ADS

This module begins with the fundamentals of paid search, and it demonstrates how to implement and manage paid search campaigns using Google Ads. Beginning with keywords and keyword research, you'll be able to create your search campaigns from the ground up. It explains how to manage paid search advertising budgets, and how to optimize your campaigns. It also covers conversion tracking and how to measure and report on the performance of paid search campaigns using Google Analytics.

Fundamentals of Paid Search

Lesson Goal: To understand the fundamentals of paid search and how it differs from organic search

Learning Objectives

- Distinguish between paid and organic search
- Recognize how consumers use search engines
- Identify the key benefits of using paid search in a marketing campaign
- Recognize how the key elements of a paid search campaign are used to align with consumer needs
- Recognize how conversion rate optimization (CRO) techniques are used in PPC campaigns

Creating a Paid Search Campaign with Google Ads

Lesson Goal: To launch a successful paid search campaign with Google Ads

Learning Objectives

- Set up a Google Ads account
- Distinguish between the different types of Google Ads accounts
- Recognize the importance of keywords in paid search campaigns
- Recognize how to use Google Ads to organize keyword lists for paid search campaigns
- Recognize the basic principles of budgets and bids in Google Ads
- Recognize best practice for writing effective PPC ads
- Use keyword research to determine the most suitable keywords for a campaign
- Create a paid search campaign using Google Ads
- Set up an Ad Group in Google Ads
- Recognize best practices for creating PPC ads using Google Ads that connect with a searcher's intent
- Implement best practice for structuring a Google Ads account

Managing a Paid Search Campaign

Lesson Goal: To manage and optimize a paid search campaign

Learning Objectives

- Manage an advertising budget for Google Ads
- Identify the key factors determining how much a click costs in a Google Ads bid auction
- Optimize paid search campaigns by scheduling ads and setting bid adjustments using Google Ads
- Recognize the purpose of Google Ads Editor

Measuring Paid Search Campaigns

Lesson Goal: To measure the effectiveness of paid search campaigns

Learning Objectives

- Identify KPIs to measure the success of paid search campaigns
- Recognize the purpose of conversion tracking
- Distinguish between the key metrics for measuring the success of a paid search campaign
- Use Google Analytics to measure paid search campaigns

The Art of Persuasion

Lesson Goal: To use tips and techniques to develop and improve your persuasion skills

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize how to be persuasive when interacting with others
- Identify techniques to help you persuade an audience when making a proposal
- Identify techniques for maximizing the impact of your proposals
- Identify methods for overcoming objections to your proposals

MODULE 6: YOUTUBE AND DISPLAY ADVERTISING

YOUTUBE AND DISPLAY ADVERTISING

This module begins with the fundamentals of Display and Video advertising, and it demonstrates how to set up and manage a YouTube channel. It covers the ad formats available on the Google Display Network and YouTube, and it shows how to set up and manage Display and Video campaigns. It also explains how to effectively target and remarket to audiences with display banners and video advertising. The module concludes by identifying the key metrics and tools to use to analyze and optimize the effectiveness of Display and Video campaigns.

Fundamentals of Display and Video Advertising

Lesson Goal: To understand the fundamental concepts of Display and Video advertising and its role in an advertiser's marketing strategy

Learning Objectives

- Identify the benefits and value of Display and Video advertising
- Distinguish between the main platforms available for Display and Video advertising
- Distinguish between the advertising buying mechanisms available for Display and Video advertising
- Determine appropriate objectives for a Display and Video marketing strategy

Creating and Managing a YouTube Channel

Lesson Goal: To create a YouTube channel and manage video content

Learning Objectives

- Set up a YouTube Channel
- Add elements to a YouTube Channel using best practices
- Upload a video to YouTube
- Enhance videos with additional features in YouTube Studio
- Analyze and optimize the organic performance of video content using YouTube Analytics reports

Google Display Network and Video Ad Formats

Lesson Goal: To identify ad formats available on the Google Display Network and YouTube and understand ways of working with a digital marketing agency to create campaigns or ads

Learning Objectives

- Distinguish between the campaign types available on the Google Display Network
- Identify the ad formats and sizes available on the Google Display Network
- Understand benefits and ways of working with a digital marketing agency
- Identify the ad formats available on YouTube

Creating Display and Video Campaigns

Lesson Goal: To create Display and Video campaigns using Google Ads

Learning Objectives

- Create a Display advertising campaign in Google Ads
- Create responsive and non-responsive ads to run on the Google Display Network
- Link a YouTube Channel with a Google Ads account
- Create a Video Advertising campaign in Google Ads
- Create ads to run on YouTube

Targeting Display and Video Campaigns

Lesson Goal: To find the right audience with Display and Video campaigns using audience and content targeting, exclusions, remarketing, and bid adjustments

Learning Objectives

- Identify the types of targeting available for Display and Video campaigns
- Apply audience targeting to Display and Video campaigns
- Apply content targeting to Display and Video campaigns
- Optimize Display and Video campaigns using advanced Google Ads features
- Configure exclusions to refine where ads appear in Display and Video campaigns
- Recognize the remarketing options available for Display and Video campaigns
- Apply a bidding strategy to Display and Video campaigns

Measuring and Optimizing Display and Video Campaigns

Lesson Goal: To optimize Display and Video campaigns using key metrics and tools and to measure the results

Learning Objectives

- Identify the key metrics associated with Display campaigns
- Identify the key metrics associated with Video campaigns
- Use Google Ads to analyze the performance of Display campaigns
- Use Google Ads to analyze the performance of Video campaigns
- Use Google Analytics to evaluate the impact of Display and Video campaigns on website performance
- Optimize Display and Video campaigns based on performance against KPIs

MODULE 7: EMAIL MARKETING

EMAIL MARKETING

This module begins with the fundamentals of email marketing and how the concepts of segmentation, personalization, timing, engagement, and the legislation and regulations surrounding data protection underpin an effective email marketing strategy. The module introduces key email marketing tools and techniques, and it explores subscriber list and email design best practices. It covers how to create, test, and optimize an email campaign that maximizes email open and click rates and provides an overview of the value provided by marketing automation tools.

Email Marketing Fundamentals

Lesson Goal: To understand the fundamental concepts associated with email marketing and the key legislation and regulations surrounding email permissions and data protection

Learning Objectives

- Recognize the key concepts of email marketing
- Identify the legislation and regulations surrounding email permissions and data protection

Email Marketing Tools and Strategy

Lesson Goal: To recognize the benefits of using an Email Service Provider (ESP) and the best practices for building an effective email subscriber list and to understand the core principles that underpin an effective email marketing strategy

Learning Objectives

- Identify the key principles for building an effective email marketing strategy
- Recognize how email service providers enable you to build, manage, and optimize your email marketing efforts
- Identify the sources of additional information for different types of email recipient
- Recognize how to use the Buyer's Journey to align emails to the right audience
- Recognize how email lists contribute to growing and managing a contact database

Email Design

Lesson Goal: To design balanced and effective emails to deliver a message that generates leads, retains customers, and inspires evangelists

Learning Objectives

- Identify the components that contribute to writing and designing effective emails
- Identify the types of subject lines that drive recipients to open and engage with emails
- Identify email copy essentials that set the right tone in the body of an email
- Use email design best practices when creating marketing messages
- Recognize the best practices for using images in a marketing email

Creating an Effective Email Campaign

Lesson Goal: To use best practice for creating and delivering an email campaign that maximizes email open and click rates

Learning Objectives

- Create an email campaign
- Identify the factors that affect email campaign delivery
- Recognize potential email delivery and inbox placement challenges
- Identify best practice for managing campaign delivery before and after sending an email

Testing and Optimizing an Email Campaign

Lesson Goal: To use email tests, metrics, statistics, and best practices to report on and optimize an email marketing campaign

Learning Objectives

- Recognize how to test the components of an email
- Use A/B testing to enhance an email marketing campaign
- Differentiate between key metrics for measuring email campaign performance
- Recognize how to optimize email campaign open and click rates
- Recognize methods for optimizing email for mobile
- Minimize email bounce rates and unsubscribes

Marketing Automation Overview

Lesson Goal: To overview the value provided by marketing automation tools

Learning Objectives

- Identify the benefits of using marketing automation tools
- Differentiate between the key building blocks in a marketing automation process

How To Be A Better Communicator

Lesson Goal: To use tips and techniques to improve your communication skills in the workplace

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the benefits of effective communication in the workplace
- Recognize nonverbal cues that can impact your effectiveness as a communicator
- Distinguish between different types of communication
- Identify strategies you can use to communicate more effectively

MODULE 8: WEBSITE OPTIMIZATION

WEBSITE OPTIMIZATION

This module introduces key concepts underpinning effective website design, types of websites, ecommerce, lead generation, and the purpose of website optimization. It will enable you to build and publish a simple, well-designed, and optimized website using WordPress that is aligned to specific business goals. The module also covers how to use metrics to capture, track, and measure website activity to develop deeper insights.

Web Design and Website Optimization

Lesson Goal: To recognize the key components of effective web design, different types of websites and their purpose in delivering on business objectives

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize ways of building an online presence for a business
- Differentiate between the common website hosting options available to an online business
- Identify the role of website optimization in guiding users through the Buyer's Journey
- Identify the role of a marketer in the design, construction, maintenance, and optimization of a website
- Recognize the elements of a website to optimize to guide visitors to take action
- Identify the role of website optimization in driving conversions
- Identify the key components of effective web design and their associated tasks and activities

Design Principles

Lesson Goal: To identify the principles of good web design and to attract potential customers using effective website content

Learning Objectives

- Determine which principles for effective web design to use in a given scenario

User-Centered Design and Website Optimization

Lesson Goal: To optimize website performance and usability using user-centered design principles and processes

Learning Objectives

- Distinguish between the primary focus and concerns of UX design and UI design
- Improve user experience, for a given scenario, by applying user-centered design methods

Website Metrics and Developing Insight

Lesson Goal: To recognize how to use a website for insight, tracking, measurement and data capture

Learning Objectives

- Choose the most appropriate tool to evaluate the effectiveness of a website
- Implement best practice to monitor and optimize the effectiveness of a website
- Conduct A/B testing using best practice
- Set up a basic website using a CMS

Agile Thinking

Lesson Goal: To develop an agile mind-set and be more agile in an ever-changing workplace

Learning Objectives

After completing this lesson, you will be able to: -

- Identify the key principles of agile thinking that are most relevant to marketers
- Recognize how marketers can use the 'test and learn' approach when developing campaigns
- Identify the benefits to marketers of applying the 'test and learn' approach
- Recognize how to apply the agile concept of MVP (minimum viable product) to digital marketing campaigns
- Identify the benefits of agile thinking to a marketer

MODULE 9: ANALYTICS WITH GOOGLE ANALYTICS

ANALYTICS WITH GOOGLE ANALYTICS

This module begins with the fundamentals of web analytics. It also examines the associated legal responsibilities and best practices concerning data collection, consent, and privacy that enable a digital marketer to draw actionable conclusions from website or marketing channel data. You'll learn how to set up and configure Google Analytics, and install Google Analytics tracking code and link it to your website. The module covers setting website goals to analyze performance and analyze customer conversion journeys. It also provides comprehensive detail on how to use Google Analytics reports and features to monitor and analyze digital campaigns.

Web Analytics Fundamentals

Lesson Goal: To understand the fundamentals of web analytics and the associated legal responsibilities and best practice concerning data collection, explicit consent, and privacy

Learning Objectives

- Recognize the types of insights that web analytics can provide for digital marketers
- Identify web analytics tools for collecting, measuring and analyzing data
- Recognize the benefits of using Google Analytics
- Recognize the basic terminology for analytics reporting
- Recognize the basic legal requirements, responsibilities, and best practice concerning analytics, consent, and data collection

Creating and Configuring a Google Analytics Account

Lesson Goal: To set up and configure a Google Analytics account and install Google Analytics tracking code

Learning Objectives

- Set up a Google Analytics account for Universal Analytics and GA4
- Install the Google Analytics tracking code on a website
- Recognize the purpose of the key settings and navigational functions in Google Analytics
- Configure account settings and filters in Google Analytics
- Recognize the benefits and risks associated with sharing access to a Google Analytics account with co-workers
- Recognize the benefits of linking a Google Analytics account to other marketing tools

Setting Goals with Google Analytics

Lesson Goal: To set goals to analyze digital campaign performance and analyze the customer conversion journey using Google Analytics

Learning Objectives

- Recognize the benefits of setting and measuring goals in digital marketing campaigns
- Select the appropriate goal to track using Google Analytics' default templates, for a given digital campaign scenario

- Set up goals to analyze digital campaign performance using Google Analytics
- Use goal funnels in Google Analytics to analyze the customer conversion journey

Monitoring Campaigns with Google Analytics Reports

Lesson Goal: To monitor digital marketing campaigns and derive insights to optimize campaign performance using Google Analytics reports

Learning Objectives

- Identify the types of campaign insights provided by the key reports in Google Analytics
- Use Audience reports in Google Analytics to understand the characteristics of website visitors
- Use Acquisition reports in Google Analytics to derive insights from the sources of traffic to a website
- Use the Google Ads report for optimization insights to apply to Google Ads activity
- Improve user experience on a website using Behavior reports in Google Analytics
- Use the Events report to measure interactions with non-standard features of a website
- Use the Conversion reports in Google Analytics to derive insights into conversion rates, conversion channels, and conversion journeys
- Use the Multichannel Funnels report to understand how channels work together to make conversions

Analyzing and Recording Google Analytics Data

Lesson Goal: To track live data and use Google Analytics custom reporting features to record and analyze campaign data

Learning Objectives

- Recognize the benefits of tracking traffic changes in real time using Google Analytics
- Create custom reports, annotations, and custom segments in Google Analytics
- Recognize best practice when using Google Analytics to ensure data is being tracked effectively

Becoming a Strategic Thinker

Lesson Goal: To use techniques to develop and hone your strategic thinking skills, and become more effective in the workplace

Learning Objectives

After completing this lesson, you will be able to: -

- Recognize the importance of strategic thinking
- Recognize the characteristics of an emergent strategy
- Identify the benefits of strategic thinking
- Recognize behaviors that characterize strategic thinking
- Recognize the steps involved in Future-basing®

MODULE 10: DIGITAL MARKETING STRATEGY

DIGITAL MARKETING STRATEGY

This module identifies the core components of an effective digital marketing strategy, and it explains how to develop an effective budget plan and measure the ROI for digital activities. It covers how to set clear and actionable objectives and measurable KPIs, as well as the key research activities to undertake to guide channel selection and messaging. It also explains how to develop a creative strategy based on campaign research to engage an audience and deliver on campaign goals. The module concludes by explaining how to execute a digital marketing strategy supported by a channel plan, a paid media plan, a campaign action plan, and succinct strategy documentation.

Digital Strategy Fundamentals

Lesson Goal: To understand the core components of a digital marketing strategy and the benefits of using a strategic approach when developing digital campaigns

Learning Objectives

- Distinguish between the core components of a digital marketing strategy
- Recognize the key outputs from a well-developed digital marketing strategy
- Recognize the value of an overarching strategy for communicating an overall plan
- Differentiate between digital marketing and digital media
- Identify the core elements in a resource map for developing a digital marketing strategy
- Recognize the factors to consider when developing an effective budget plan for a digital marketing strategy
- Identify the primary metrics used to measure the success and ROI of digital activities

Setting Strategy Objectives and KPIs

Lesson Goal: To set objectives to establish clear and measurable KPIs

Learning Objectives

- Differentiate between common business objectives driving a strategy to help set realistic expectations for a digital marketing campaign
- Identify KPIs best suited to a digital activity by understanding its success outcome
- Recognize why it is important to assign responsibilities within an organization
- Use metrics and data on past performance to forecast results and help set KPIs
- Recognize the benefit of regular performance reviews to maintain standards and identify improvements

Digital Strategy Research

Lesson Goal: To recognize the insights from key research activities to help guide channel choice, messaging, personas, and priorities and inform budget allocation when developing a digital marketing strategy

Learning Objectives

- Identify the key research activities that inform the development of a digital marketing strategy
- Recognize the value of a research map when developing a digital marketing strategy
- Differentiate between strong research and potentially false reports
- Distinguish between owned and desk research
- Identify the factors to analyze during a digital audit of an organization's digital marketing activities
- Identify the key insights to document when developing audience personas
- Identify the steps required to implement a simple social listening study
- Identify the factors to assess during competitor research when developing a digital marketing strategy
- Distinguish between the contents of a creative brief, a media brief, and a media plan for a digital marketing strategy

Developing a Creative Strategy

Lesson Goal: To understand how to develop a creative strategy that engages an audience and delivers on campaign goals

Learning Objectives

- Recognize the key ingredients in an effective creative strategy
- Recognize tactics for maximizing and repurposing creative output across platforms
- Recognize the key elements required to develop an effective content strategy
- Distinguish between the creative format specifications for each channel in a Launch Plan

Executing a Digital Marketing Strategy

Lesson Goal: To understand how to select an optimal channel and budget mix supported by a paid media plan and campaign action plan to execute a digital marketing strategy

Learning Objectives

- Select appropriate digital channels to achieve strategy objectives based on insights drawn from digital research
- Recognize the benefit of using a media plan for paid channels to monitor ad budgets and track expenditure
- Identify the key components in a campaign action plan to execute a digital marketing strategy

Communicating a Digital Marketing Strategy

Lesson Goal: To use best practice for communicating a digital marketing strategy to stakeholders

Learning Objectives

- Distinguish between the tools most frequently used to communicate a digital marketing strategy to stakeholders
- Recognize best practice for structuring a digital marketing strategy document

