



Certified Digital Marketing Specialist in Social Media

Align your skills with the needs of industry



velsoft.com/institute-digital-marketing




digitalmarketinginstitute.com

Validated by the Industry Advisory Council comprised of members from:



Content

Certified Digital Marketing Specialist in Social Media



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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.

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 social media 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.

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

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

Your digital future awaits.

'Digital marketing spend is forecast to reach \$306 billion worldwide by 2020'

- Forrester

The Institute of Digital Marketing 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 to certification 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 Institute of Digital Marketing 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

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

Microsoft

facebook

ebay

Google



Linkedin



HubSpot



BRITISH
AIRWAYS

NOKIA



accenture

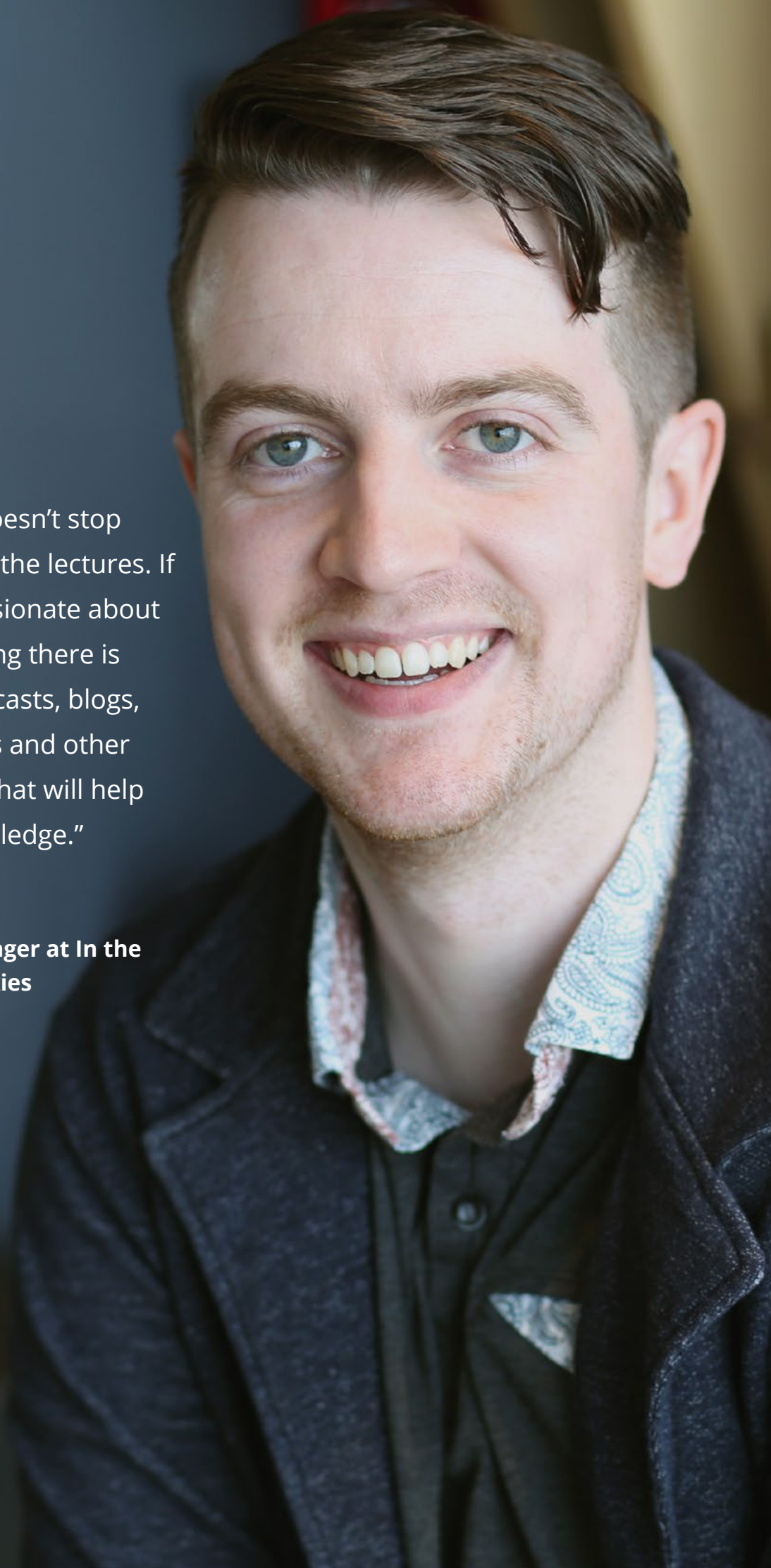
citibank



"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



Program Overview

Who is this program for?

This specialist certification in social media is suitable for people who are responsible for the planning, execution and management of social media campaigns. 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 the best practice paid and organic social media campaigns.

What will you learn?

The Institute of Digital Marketing's panel of Subject Matter Experts has specifically structured the learning content to focus on current trends and best practices in social media marketing. As well as producing innovative and creative social media strategies, you will also learn how to leverage them to gain a competitive advantage for both your business and your career.

Program Content

Becoming a Certified Digital Marketing Specialist in Social Media will enable you to focus on the planning, implementation and measurement of your social media strategy.

There are ten modules in the program:

1. Introduction to Social Media Marketing
2. Content Creation
3. Content Outreach
4. Facebook
5. Twitter
6. LinkedIn
7. Google+
8. YouTube
9. Future Trends
10. Social Media Strategy and Planning

MODULE 1

Introduction to Social Media Marketing

The Introduction to Social Media Marketing module enables participants to harness the power of digital marketing as a core driver of the marketing strategy for their organization.

This module enables you to understand the foundation principles of digital marketing, and be able to distinguish between traditional and digital marketing. You will learn how digital marketing tactics can be applied in order to develop an effective overall marketing strategy.

You will also know the importance of measurement as a way of managing and analyzing your digital marketing campaigns.

MODULE 2

Content Creation

The Content Creation module introduces you to the concept of engaging with, and acquiring customers, using the creation and sharing of media content. On completion of this module, you will understand the value of social amplification and what makes content shareable within social networks.

You will know how to use social listening to monitor your brand on social media platforms and recognize which formats are suitable for the various target audiences.

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.

MODULE 3

Content Outreach

The Content Outreach module introduces you 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.

In this module, you will understand everything from setting objectives for a content promotion strategy to influencer marketing. You will learn how to use social bookmarking and the value it will add to your social media marketing campaign.

MODULE 4

Facebook

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

You will learn how to use Facebook for Business; developing a page specifically for your digital marketing needs. This module guides you through the various aspects to Facebook for Business, such as Facebook Ads.

You will also be adept in planning and delivering an advertising strategy, including KPI monitoring and ongoing measurement.

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 organization's page. The Twitter module will also teach you how to target specific demographics when building your following.

You will know how each aspect of Twitter works, from hashtags to trends to geo-tagging, and how each of these can benefit your social media marketing campaign.

MODULE 6

LinkedIn

This 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.

On completion of this module, you will know the importance of having a unified brand presence across company and personal LinkedIn accounts. A key focus of this module is engagement with LinkedIn members.

You will understand the importance of LinkedIn as an advertising platform and how you will be able to reach different demographics and your target audience with ease. You will come out of this module with the skills to be able to create and implement effective LinkedIn advertising strategies.

MODULE 7

Google+

The Google+ module introduces you to the benefits of incorporating Google+ into your social media marketing strategy. You will learn how to set up your own personal Google+ page and a page for your brand.

The module will show you the importance of engaging with your Google+ Community and how to promote your product or service with this platform. You will be introduced to features such as Hangouts, Circles, What's Hot and Events, which are specific to Google+.

You will be able to utilize these features to push your brand by implementing Google+ into your social media marketing strategy. The Google+ module will also show you the importance of Google Analytics to your digital marketing efforts.

MODULE 8

YouTube

The YouTube module provides you with a comprehensive understanding of how YouTube works as a content sharing platform and how this can be introduced into a broader marketing strategy.

You will learn about using YouTube as a platform for a call-to-action and how to embed videos to your brand website to increase the interactive experience for your consumers. You will also learn how to use enhancement features to improve your video content.

The module will equip you with the crucial skills needed to make your brand's video content searchable and you will emerge aware of the wide range of YouTube social media plugins available.

MODULE 9

Future Trends

This module examines the latest emerging trends in social media and new platforms on which you can share your content.

As social media is an area of digital marketing that develops at a rapid rate, we aim to cover all bases by providing you with an analytic look at future developments in the field.

You will also learn about other social media platforms, such as Instagram, Tumblr, Pinterest and Flickr. The aim of this module is to equip you with the skills you need to take on any social media platform and implement it into your social media marketing strategy.

MODULE 10

Strategy and Planning

The Strategy and Planning module ties the other modules in this specialized certification together together.

It introduces you to the Institute of Digital Marketing Methodology, which incorporates a 9-step process to planning and implementing a social media strategy.

You will emerge with the essential skills needed to create a successful model for a social media marketing strategy from scratch and implement it in your organization.

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.



Certification 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.

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

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

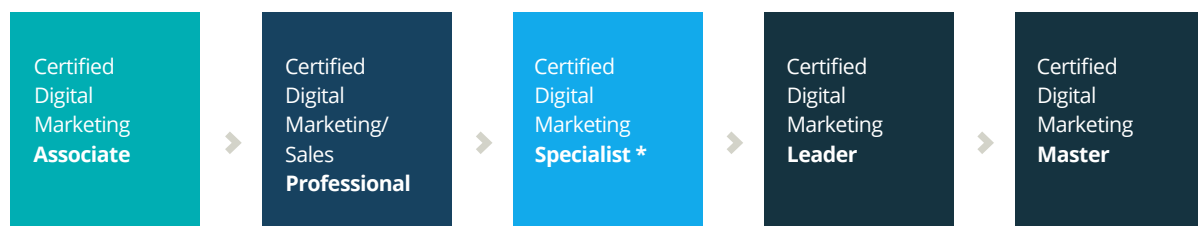
We choose to deliver our exams through Pearson VUE as it provides students with a quality, consistent examination, no matter where they are in the world.



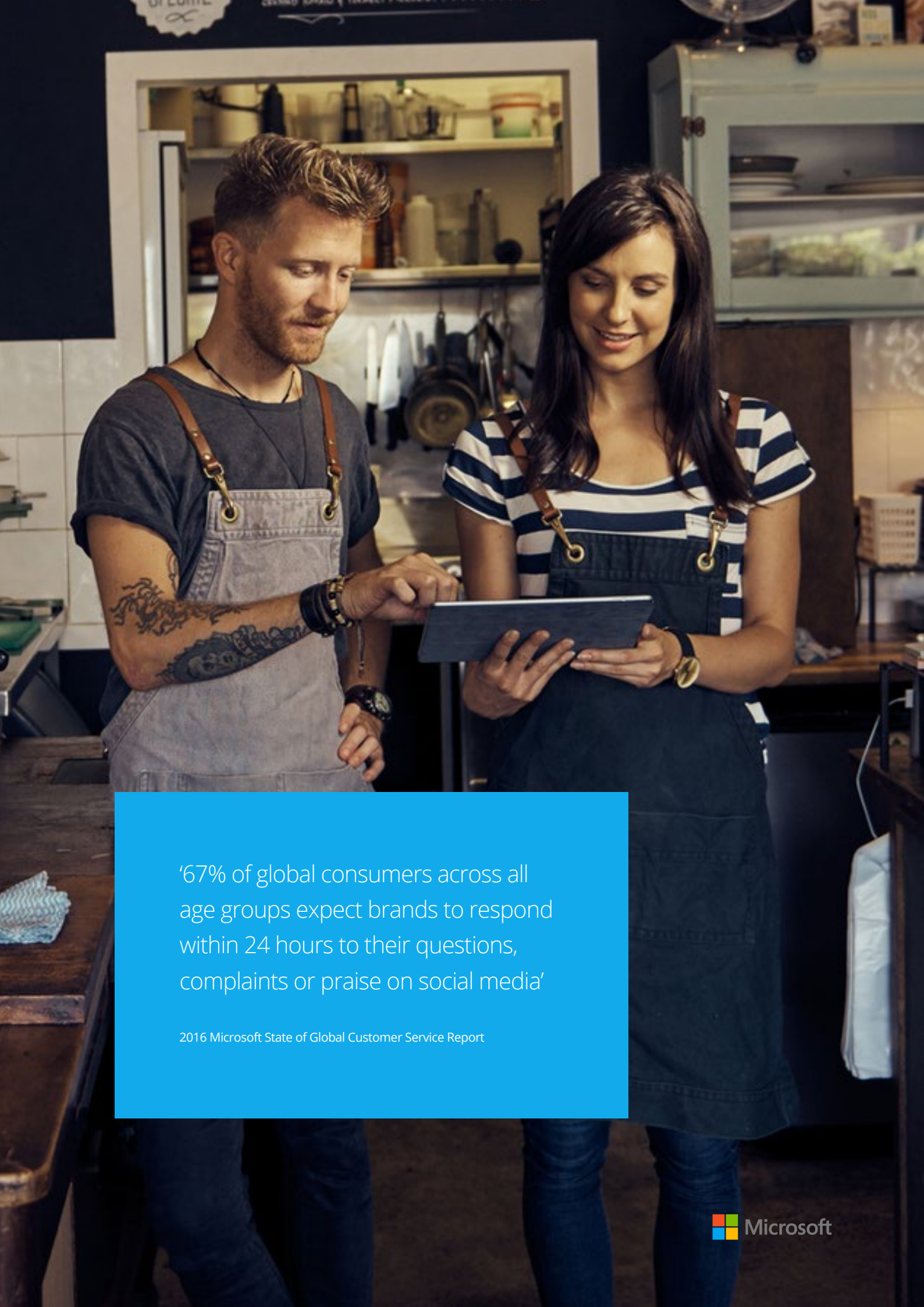
Certification Roadmap

As the leading global certification body in digital marketing, the Institute of Digital Marketing 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.



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

A man and a woman are standing in a kitchen, looking at a tablet together. The man, on the left, has a beard and a tattoo on his right arm, and is wearing a grey t-shirt and denim overalls. The woman, on the right, has long dark hair and is wearing a blue and white striped shirt and dark denim overalls. They are both smiling and looking at the tablet. The background shows a kitchen with shelves, a sink, and various kitchen items.

'67% of global consumers across all age groups expect brands to respond within 24 hours to their questions, complaints or praise on social media'

2016 Microsoft State of Global Customer Service Report

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 subject matter 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.

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



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

Alumni Survey 2016

Industry Advisory Council

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

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Institute of Digital Marketing 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 Institute of Digital Marketing 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.

The Industry Advisory Council includes experts from



facebook

Google

LinkedIn

Microsoft

Global Partners

Institute of Digital Marketing 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 Institute of Digital Marketing, our global network of partners bring local knowledge to local markets to make earning your certification as rewarding as possible.



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