



Certified Digital Marketing Leader

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 Leader

- Welcome
- Our Certified Professionals
- Program Content
- Program Delivery
- Program Assessment
- Admission Requirements
- Certification Roadmap
- Subject Matter Experts
- Industry Advisory Council
- Global Partners

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.

As a Certified Digital Marketing Leader you will be able to dramatically increase ROI and career performance, confidently drive and deliver digital marketing strategies and campaigns beyond boardroom level.

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

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

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.

A full-page photograph of two men in business attire shaking hands in a modern office. The man on the left is wearing a brown blazer and glasses, while the man on the right is wearing a dark suit and glasses. They are standing in front of a white brick wall. In the background, there is a whiteboard with some papers pinned to it. In the foreground, a desk with a laptop and some papers is visible. The lighting is bright and even.

'Digital accounts for an ever-growing share of marketers' activities, channels, and budgets with marketers spending 70% of their total budget on digital marketing channels.'

- Salesforce

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



"Each step I took with the Institute of Digital Marketing increased my skills and my role grew with them. Digital was a new and expanding area within my organization and increasing these skills allowed me to lead that expansion."

Kirk Durnford
eBusiness Project Manager at RSA



Program Overview

Who is this program for?

Whether you're a recent graduate or a professional who needs to upskill, this certification will provide you with digital skills, knowledge and experience to drive your career forward.

What can you expect?

Through dynamic lectures and case studies you will gain exposure to the latest techniques and tools to improve your digital marketing and brand-building efforts. You will graduate with all the skills you need to develop first class digital marketing strategies for your own company.

What will you learn?

Institute of Digital Marketing lecturers have specifically structured the learning content to help you understand the current trends and best practices in digital marketing. In this highly focused program, you will learn how to leverage these innovative strategies and gain a competitive advantage for your current or future organization.

You will be taught the latest techniques, channels and tools to build and implement best practice digital marketing campaigns. The program is assessed through two assignments, which provide you with the opportunity to apply what you have learned and produce a comprehensive digital marketing strategy.

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 Content

To become a Certified Digital Marketing Leader you will need to study five streams:

| | |
|----------|-------------------------------|
| Stream 1 | Search Marketing |
| Stream 2 | Social Media Marketing |
| Stream 3 | Mobile Marketing |
| Stream 4 | Digital Strategy and Planning |
| Stream 5 | General |

STREAM 1

Search Marketing

Search marketing remains one of the most influential digital disciplines with over 90% of web users relying on search engines to find what they are looking for. This stream gives you all the skills you need to build effective search marketing campaigns.

Students will gain an intricate knowledge of all search disciplines from Search Engine Optimisation (SEO) to Pay-Per-Click (PPC) advertising and analytics.

Topics covered include:

- Introduction to Search Marketing
- SEO – Setup
- SEO – Content
- SEO – Workshop
- PPC Advertising - Search
- PPC Advertising - Display Networks
- PPC Advertising - Video
- Analytics – Setup
- Analytics – Applied
- Search Strategy and Planning

What you will learn

- Have the knowledge and skills to implement an effective SEO strategy
- Understand the fundamental concepts of PPC advertising
- Be adept with web analytics and understand how interpretations should influence your search campaigns
- Be able to create a coherent search marketing plan

STREAM 2

Social Media Marketing

Social networks have grown to become one of the primary communication channels on the internet. Conversations about your brand and industry are taking place online continuously, with or without your engagement. Learning how to be part of that conversation and how to positively influence it to build brand credibility and grow your business is essential.

Under the social media stream, you will gain an invaluable understanding of how to monitor, analyze, manage and evaluate their social media marketing efforts and budgetary spend.

Topics covered include:

- Introduction to Social Media
- Content Creation
- Content Outreach
- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Future Trends
- Social Media Strategy and Planning

What you will learn

- How to produce innovative and creative social media strategies
- Be able to plan budgets, set and measure key performance indicators (KPIs) and analyze the effectiveness of social media campaigns
- Understand the importance of customer engagement through Click Through Rates (CTR), open rates, likes and downloads
- Understand the relevance and application of each individual social network from a digital marketing perspective

STREAM 3

Mobile Marketing

With the evolution of digital, the most important shift has been that of accessing information online from desktop to handheld devices.

Mobile is one of the fastest growing disciplines within digital marketing; the world's leading digital brands now design and optimize for mobile first and desktop second.

This stream helps you to develop a range of skills you need to excel as a mobile marketing specialist, harnessing the unique power and connectivity associated with mobile marketing.

Most importantly, it provides you with the opportunity to engage and transact with your target audience in a relevant and meaningful way based on the context of mobile.

Topics covered include:

- Introduction to Mobile Marketing
- Mobile Messaging SEO – Content
- Mobile Sites
- Mobile Apps
- Mobile Advertising
- Mobile Video
- Mobile Games Marketing
- mCommerce
- Cross Channel
- Mobile Strategy and Planning

What you will learn

- Clearly understand the placement of mobile marketing within the wider digital marketing campaign framework
- Be able to plan, create and manage effective mobile marketing campaigns
- Understand how to drive new leads and sales through mCommerce channels
- Be able to use mobile-specific marketing technologies such as games, apps, mobile messaging and video within your campaigns

STREAM 4

Digital Strategy and Planning

Most marketers are now expected to know how to develop both digital and traditional strategies, but there are crucial differences between the two. The Digital Strategy and Planning stream provides you with the know-how to effectively plan, budget and resource digital marketing campaigns.

Our program will equip you with the skills to develop a digital marketing strategy that will

stand up to the rigour and scrutiny of board-level decision making.

Everything from budgeting, personnel selection and analytics, to reputation management and social customer service is covered in this stream; arming you with the vital knowledge you need to develop comprehensive, effective digital marketing strategies of your own.

Topics covered include:

- Introduction to Strategy and Planning
- Traditional Communications
- Digital Communications
- Digital Channels
- Social Customer Service
- Budget
- Personnel
- Risks and Reputation
- Analytics
- Strategy Formulation and Planning

What you will learn

- A comprehensive understanding of digital strategy and planning and its context alongside traditional communications channels
- Be able to develop a measured and well-considered digital marketing strategy for your organization
- Know how to budget and resource digital marketing campaigns
- Understand appropriate channel selection within digital campaign planning, how to analyze results and iterate campaign spend

STREAM 5

General

Marketers are expected to know about many additional areas of digital including display, email, e-commerce and user-focused design. The General stream provides you with the knowledge required to plan, budget and resource campaigns across digital, email and e-commerce.

In addition, you will learn the fundamental principles of user focused design and why it is so relevant to customers.

Topics covered

- Digital Display
- eCommerce
- Email
- User-Focused Design

What you will learn

- How to plan a digital display campaign, from setting objectives to establishing timelines and budgets.
- How to create and deploying a display campaign and the key considerations that a candidate should acknowledge.
- The operational features of e-commerce sites and the components of an optimized product page, from customer review features and online customer chat functions, to product galleries and catalogues.
- Principles behind email marketing as a highly personalized, targeted method of engaging with customers.
- The characteristics of professional email design and its potential impact on brand reputation and retaining subscribers.
- How to examine key metrics within email reporting and testing for measuring, reviewing and optimizing email marketing campaigns.
- The fundamental definitions and illustrations within user-focused design (UXD), and how they can be leveraged within a digital marketing strategy that is tailored to and support the needs of the customer.



"Having undertaken research of the various courses and qualifications, the Institute of Digital Marketing appeared to offer the most comprehensive, sophisticated and flexible program in the market. The qualification has opened up new opportunities enabling me to undertake more creative projects especially for new businesses and start-ups more geared to digital."

Jacqueline McCouat

Global Director of Analyst Relations, Huawei Technologies



Program Assessment

Becoming a Certified Digital Marketing Leader involves the completion of two 5,000 word assessments; a digital marketing research paper and a digital marketing strategy document.

These assignments are designed to offer you the opportunity to produce a meaningful and grounded digital marketing campaign, from conception to completion, focused on a real-world business.

Admission Requirements

To apply for this certification, you must meet the following requirements:

A third-level honors degree (min second class honors in either business/commerce/marketing and a minimum of 2 years' relevant work experience

OR

Significant and relevant work experience (minimum 2 years)

All applicants must demonstrate an interest in and aptitude for digital marketing

Applicants may be subject to interview

If English is not your first language, you must have a minimum IELTS level 6.0 or equivalent

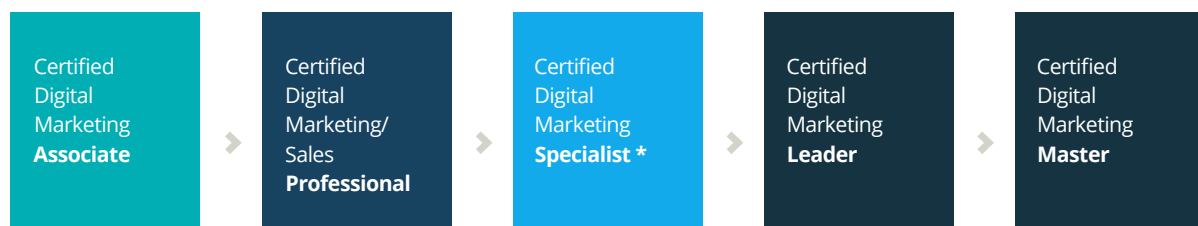
Please contact our admissions team at sales@velsoft.com if you have further queries about our admission requirements



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



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

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 our certified professionals 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.



digitalmarketinginstitute.com



For more information

www.velsoft.com/institute-digital-marketing

Call. 1 (902) 755 1884

sales@velsoft.com



digitalmarketinginstitute.com