# DMI PRO

## CERTIFIED DIGITAL MARKETING PROFESSIONAL

Version 11.0
Program Outline

# DMI PRO

# PROGRAM OVERVIEW

## Who is this program aimed at?

The DMI Pro program is aimed at:

- ↗ Marketing Executives, Marketing Coordinators, Marketing Assistants, Marketing Interns, and Marketing Analysts
- ↗ Brand Managers, Brand Strategists, Event Planners, and Public Relations (PR) professionals
- ↗ Copywriters and Content Creators
- ↗ Media Planners and Media Buyers
- ↗ Market Research Analysts, Data Analysts, and Product Marketers
- ↗ Marketing Managers and Marketing Directors
- ↗ Consultants and IT managers
- ↗ Entrepreneurs and small business owners
- ↗ Those with responsibility for developing or implementing an online marketing strategy for an organization
- ↗ Anyone looking to pursue a career in digital marketing

## What can learners expect from this program?

Through video presentations, interactive elearning, guided demonstrations, and practical learning tools and activities, learners will acquire leading-edge knowledge and skills enabling them to demonstrate a strong foundation in digital marketing. They'll also develop artificial intelligence (AI) literacy by learning about AI tools and the best practices for using AI across digital channels and to support marketing activities. The program covers all key concepts, techniques, and skills required to plan, develop, and implement an effective digital marketing strategy.

## What will they learn?

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

- ↗ Explain how the evolution of digital marketing and AI tools and techniques are impacting the business landscape
- ↗ Use AI-powered social media marketing and content marketing to build brand awareness and engage with customers
- ↗ Employ SEO, PPC, and display advertising tactics and AI tools to drive traffic and raise awareness
- ↗ Design, implement, and monitor effective email marketing campaigns
- ↗ Use web analytics tools to optimize marketing efforts and make data-driven decisions
- ↗ Apply professional skills to enhance effectiveness in a digital marketing role
- ↗ Optimize web and ecommerce presence based on user-centered design principles and knowledge of the Buyer's Journey
- ↗ Develop, plan, and implement comprehensive digital marketing strategies, with the help of AI tools, tailored to specific business goals and target audiences

# PROGRAM STRUCTURE

The program 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. Digital Marketing in the Era of AI
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimization)
5. Paid Search (PPC) and Display Advertising
6. Email Marketing and Automation
7. Professional Soft Skills for Digital Marketers
8. Web Optimization, eCommerce, and Social Commerce
9. Analytics with Google Analytics 4 (GA4)
10. Digital Marketing Strategy

# MODULE 1: DIGITAL MARKETING IN THE ERA OF AI

# DIGITAL MARKETING IN THE ERA OF AI

This module opens by explaining the core concepts, principles, and purpose of digital marketing in an era when machine learning algorithms, large language models, and AI-powered tools are disrupting and transforming how businesses operate. It introduces digital media and digital marketing channels, and it explores how AI technology and tools are impacting on the roles and responsibilities of digital marketers today. Participants will uncover audience and industry insights from digital research using AI and more traditional methods, and how to connect effectively with customers using a 360 digital marketing campaign.

## Digital Marketing in an AI World

**Lesson Goal:** To identify the core principles and purpose of digital marketing and recognize how AI tools and technology can support digital marketing objectives

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Distinguish between digital marketing and digital media
- ↗ Differentiate between inbound and outbound marketing strategies
- ↗ Recognize best practice approaches to take when combining inbound and outbound strategies
- ↗ Distinguish between examples of digital media used in digital marketing
- ↗ Distinguish between examples of traditional marketing strategies
- ↗ Differentiate between the characteristics of traditional marketing and digital marketing
- ↗ Identify different ways that AI can assist digital marketers
- ↗ Recognize the relevant risks and use cases when using AI for business
- ↗ Distinguish between the different digital channels and the opportunities they provide for business online

## Objective Setting and Market Research

**Lesson Goal:** To develop clear and actionable objectives for a digital marketing plan and use digital research to gain industry insights

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize how to develop SMART objectives for a digital marketing plan
- ↗ Identify the key audience research categories that enable understanding of an audience and communities of interest
- ↗ Distinguish between different audience research strategies
- ↗ Recognize the benefits of audience listening when developing a digital strategy
- ↗ Match social listening and audience research tools to examples of the data and insight they can provide
- ↗ Identify the components of cultural research
- ↗ 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

## Leveraging AI for Research

**Lesson Goal:** To identify how AI can be applied to enhance the research required when undertaking a digital marketing campaign

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Distinguish between the AI-driven methods that marketers can use to enhance competitor research
- ↗ Identify ways that AI can be best used for industry research
- ↗ Recognize how AI can enhance customer research

## 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, participants will be able to:

- ↗ Differentiate between each stage of the Buyer's Journey
- ↗ Identify the marketing functions to use at a given stage in the Buyer's Journey
- ↗ Recognize how to use the Buyer's Journey to align digital communications to a target audience
- ↗ Identify the value of a 360 digital marketing campaign

# 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. Participants will be able to connect content to the Buyer's Journey and understand how to engage an audience in a meaningful way. It covers content creation and content curation, and how to use ChatGPT for these tasks. And it explores how to extend the value of content using scheduling tools and promotion methods. The module concludes by examining the key metrics for measuring the success of a content marketing campaign and how AI technologies can be used to enhance content marketing performance.

## Content Marketing Concepts and Strategy

**Lesson Goal:** To demonstrate an understanding of the fundamental principles of content marketing and use content effectively within an overarching digital marketing strategy

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the benefits of effective content marketing
- ↗ Match content purpose to the stages in the Buyer's Journey
- ↗ 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 and tailoring topics to target personas

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Match different types of content to different content marketing goals
- ↗ Recognize best practices for incorporating buyer personas into a content marketing strategy

## Using Content Research to Find Opportunities

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

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the benefits of conducting social listening during a content marketing strategy
- ↗ Recognize how competitor content analysis can inform content strategy
- ↗ Recognize keyword research best practices for generating content ideas
- ↗ Identify the steps to consider when writing a creative brief
- ↗ Recognize the elements of an effective brand story

↗ Identify the key components of a company's brand personality

## Creating and Curating Content

**Lesson Goal:** To implement best practices to create and curate compelling, personalized content

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Identify the steps involved in the creative process
↗ Recognize best practices for creating content
↗ Differentiate between types of curated content
↗ Recognize how to repurpose content to maximize visibility
↗ Differentiate between content writing and copywriting
↗ Recognize the benefits of content personalization
↗ Identify the key considerations when developing a content calendar

## ChatGPT for Digital Marketing

**Lesson Goal:** To recognize the benefits and risks associated with using ChatGPT to optimize content creation and other digital marketing activities

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Recognize best practices for creating prompts in ChatGPT
↗ Differentiate between the benefits and limitations of using ChatGPT to support digital marketing activities

## Managing, Distributing, and Promoting Content

**Lesson Goal:** To choose appropriate tactics, techniques, and tools to manage, distribute, and promote content and recognize why community management is important in a content marketing strategy

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Recognize factors to consider when selecting a content platform for different content types
↗ Identify the benefits of distributing content strategically
↗ Identify best practices for creating effective YouTube content for marketing purposes
↗ Identify the benefits of scheduling content for distribution
↗ Distinguish between the different content promotion strategies
↗ Recognize why community management is an important part of a content marketing strategy

## Enhancing Content Marketing Using Metrics and AI

**Lesson Goal:** To identify metrics to measure the success of a content marketing campaign and recognize opportunities to use AI to enhance content marketing performance

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the benefits of measuring the success of content marketing efforts
- ↗ Distinguish between engagement metrics and conversion metrics for content marketing campaigns
- ↗ Identify the key metrics for deriving insights from content activity
- ↗ Identify how to use AI technologies to enhance content marketing

# MODULE 3: SOCIAL MEDIA MARKETING

# SOCIAL MEDIA MARKETING

This module introduces the key social media platforms for digital marketing and 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 explores AI's transformative impact on social media, detailing its increasing significance, core applications, and leading third-party tools. It concludes by highlighting best practices for leveraging AI in social media.

## Key Social Platforms for Digital Marketing

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

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ 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 key terminology used in different social media platforms
- ↗ Distinguish between the most influential social media platforms and their advantages to a digital marketer

## Growing a Social Media Audience

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

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify best practices for setting up a social media account for a business
- ↗ Identify the reasons why it is important for digital marketers to build social media communities
- ↗ 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 best practices for engaging social media audiences across different platforms

## 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**

After completing this lesson, participants will be able to:

- ↗ Distinguish between the key steps for setting up an effective social media marketing campaign
- ↗ Identify how features in Meta Business Suite are used to optimize campaigns on Facebook and Instagram
- ↗ Identify how features in Ads Manager are used to optimize campaigns on Facebook and Instagram
- ↗ Identify how features in TikTok are used to optimize advertising campaigns
- ↗ Identify how features in LinkedIn Campaign Manager are used to optimize LinkedIn campaigns
- ↗ Identify how features in Pinterest Ads Manager are used to optimize Pinterest campaigns
- ↗ Identify how features in X Ads Manager are used to optimize X campaigns

## AI and Social Media

**Lesson Goal:** To identify how AI is being used in social media and the best practices for using it effectively

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify how AI can impact social media and why it's growing in importance
- ↗ Recognize the key ways in which AI is used in social media
- ↗ Identify popular third-party AI tools and plugins for social media
- ↗ Recognize best practices around using AI in social media

# MODULE 4: SEO (SEARCH ENGINE OPTIMIZATION)

# SEO (SEARCH ENGINE OPTIMIZATION)

This module begins with the fundamentals of SEO and how search engines and search engine results pages (SERPs) work. It outlines different types of search queries, the role keywords play, and the purpose of keyword research. Next, it explains the difference between short-tail and long-tail keywords and recommends best practices for implementing SEO keyword research. It addresses how to boost a website's organic search ranking using the three pillars of SEO: technical, on-page, and off-page optimization. It also covers the benefits and advantages associated with using free and paid SEO tools and the growing impact of AI technologies and tools on the tasks and activities associated with SEO. Finally, it explains how and why to track keyword rankings, organic traffic, and website conversions to measure SEO performance.

## SEO Fundamentals

**Lesson Goal:** To differentiate between SEO and paid search and the key elements in an SEO strategy and recognize how search engines and search engine results pages (SERPs) work

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize the fundamental characteristics of SEO
- ↗ Differentiate between the key components of SEO
- ↗ Recognize how search engines work
- ↗ Differentiate between the three primary functions of a search engine
- ↗ Identify the components of a SERP

## Implementing SEO Keyword Research

**Lesson Goal:** To differentiate between different types of search queries and different types of keywords and implement best practices when conducting SEO keyword research

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Distinguish between common types of search queries
- ↗ Recognize the purpose of keyword research
- ↗ List the benefits of keyword research
- ↗ Distinguish between short-tail and long-tail keywords
- ↗ Identify how to conduct SEO keyword research

## Optimizing Organic Search Ranking

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

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Recognize key technical components and issues to consider when improving the functionality and performance of a website to optimize organic search ranking
↗ Recognize how Google's Page Experience signals are used to assess the user experience of interacting with a website
↗ Match on-page SEO techniques to pre-click on-page elements
↗ Recognize tactics and techniques for using off-page elements to boost SEO rankings

## SEO Tools and the Impact of AI

**Lesson Goal:** To differentiate between the SEO benefits and insights provided by the best-known free and paid SEO tools and recognize how emerging AI technology and tools are impacting on SEO tasks and activities

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Differentiate between Google's free tools and the SEO benefits and insights they can provide
↗ Differentiate between Ahref's free tools and the benefits they provide for SEO
↗ Recognize common SEO tasks and activities marketers can carry out more efficiently using AI tools
↗ Identify the key SEO features included in the best-known paid SEO tools

## Measuring SEO Performance

**Lesson Goal:** To recognize the key SEO metrics and tools to use to measure the success of overall SEO efforts

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Identify the key SEO metrics to track and measure
↗ Recognize why it is important to measure SEO performance
↗ Recognize how to track and measure keyword rankings, organic traffic, and website conversions

# MODULE 5: PAID SEARCH (PPC) AND DISPLAY ADVERTISING

# PAID SEARCH (PPC) AND DISPLAY ADVERTISING

This module covers two essential areas of digital marketing: paid search (also known as pay-per-click, or PPC, advertising) and display (and video) advertising. It explains how paid search captures consumers when they're actively looking for information, products, or services, and how display and video ads aim to reach a broader audience, build brand awareness, and generate interest. These strategies, while distinct, complement each other in a comprehensive digital marketing approach.

Starting with the basics of paid search, the module covers search engine roles, keyword strategies, and optimizing PPC campaigns using Google Ads. It then addresses display and video advertising through the Google Display Network (GDN), including ad formats, AI-powered features, and targeting options for audience engagement and remarketing. It continues with budget management, and measuring and optimizing campaigns using Google Ads. The module concludes by examining the advantages and disadvantages of Google AI Assistant and Performance Max campaigns in Google Ads, along with AI-powered bid strategies and ad creation optimization.

## Fundamentals of Paid Search

**Lesson Goal:** To recognize the fundamental principles and components of paid search advertising and the best practices for budgeting and bidding when creating a PPC campaign

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize the features of paid search
- ↗ Recognize how consumers use search engines
- ↗ Recognize how the key elements of a paid search campaign are used to align with consumer needs
- ↗ Identify the most common uses of Google Ads
- ↗ Recognize the importance of keywords in paid search campaigns
- ↗ Distinguish between keyword match types
- ↗ Recognize how to use Google Ads to organize keyword lists for paid search campaigns
- ↗ Recognize the benefits of using keyword research to determine the most suitable keywords for a PPC campaign
- ↗ Recognize the basic principles of budgets and bids in Google Ads
- ↗ Recognize how to create a paid search campaign using Google Ads
- ↗ Recognize best practice for writing effective PPC ads

## Demand Generation with Display and Video Advertising

**Lesson Goal:** To demonstrate an understanding of the role of display and video advertising to support demand generation and differentiate between the advantages offered by different campaign types, ad formats, and targeting options, including new and emerging AI-powered ad formats and campaign types, to support an advertiser's marketing strategy

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Distinguish display and video advertising from paid search marketing

- ↗ Distinguish between the campaign types available on the Google Display Network (GDN)
- ↗ Identify the benefits of using responsive display ads on the Google Display Network (GDN)
- ↗ Identify the ad formats available on YouTube
- ↗ Identify the types of targeting available for display and video campaigns
- ↗ Recognize how to apply audience targeting to display and video campaigns
- ↗ Recognize how to apply content targeting to display and video campaigns
- ↗ Recognize the remarketing options for display and video campaigns
- ↗ Recognize the purpose of Google Ads Editor

## Measuring and Optimizing Google Ads Campaigns

**Lesson Goal:** To distinguish between the metrics used to measure the success of paid search campaigns and recognize key tactics for minimizing CPCs in Google Ads bid auctions and for optimizing search, display and video campaigns

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ 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
- ↗ Recognize how to manage an advertising budget for Google Ads
- ↗ Identify the key factors that determine how much a click costs in a Google Ads bid auction
- ↗ Recognize how to optimize search, display, and video campaigns
- ↗ Recognize the benefits of linking GA4 with Google Ads

## AI, Paid Search, and Crafting Demand

**Lesson Goal:** To demonstrate an understanding of the AI capabilities available in Google Ads that can be employed by marketers to enhance their PPC offerings

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the advantages and disadvantages of using Google AI Assistant in Google Ads
- ↗ Distinguish between the common AI-powered bid strategies available in Google Ads
- ↗ Identify ways in which AI can be used to optimize ad creation in Google Ads
- ↗ Recognize the signals needed by Google to help define an audience
- ↗ Identify the advantages and disadvantages of using Performance Max campaigns

# MODULE 6: EMAIL MARKETING AND AUTOMATION

# EMAIL MARKETING AND AUTOMATION

This module begins with the fundamentals of email marketing, including the central role of data collection and email regulations. It then introduces key email marketing tools and techniques, before exploring how automation and AI can streamline your email marketing campaign. It demonstrates how you can optimize email components such as the subject, copy, imagery, and layout. It then covers key topics around email campaign creation and how you can overcome campaign delivery challenges. Finally, it covers how you can use metrics, tactics, and best practices to test and optimize your email campaign.

## Email Marketing Fundamentals

**Lesson Goal:** To demonstrate an understanding of the fundamental concepts of email marketing and its role in omnichannel campaigns and differentiate between the legislation and regulations surrounding email permissions and data protection

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize the key concepts of email marketing
- ↗ Recognize how to use the Buyer's Journey to align emails to the right audience
- ↗ Recognize the purpose of different types of email in an omnichannel campaign
- ↗ Distinguish between the most frequently used tactics for collecting and verifying email list subscribers
- ↗ Identify key data collection sources for new leads
- ↗ Distinguish between the legislation and regulations surrounding email permissions and data protection

## Email Strategy and CRMs

**Lesson Goal:** To demonstrate an understanding of the core principles underpinning an email and marketing automation strategy and the role of a CRM in supporting the strategy

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Distinguish between the key principles for building an effective email marketing strategy
- ↗ Recognize the areas of email marketing typically managed using a CRM

## Marketing Automation Overview

**Lesson Goal:** To demonstrate an understanding of the benefits and advantages of marketing automation and how to use the building blocks of automation to set up workflows

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the types of emails that can be automatically sent to recipients
- ↗ Identify the benefits of using marketing automation tools
- ↗ Differentiate between the key building blocks in a marketing automation process

## Email Design

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

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ 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 best practices that set the right tone in the body of an email
- ↗ Recognize email design best practices when creating marketing messages
- ↗ Recognize the best practices for using images in a marketing email

## Creating and Managing an Email Campaign

**Lesson Goal:** To use best practice to create and manage an email campaign that maximizes email open and click rates and minimizes deliverability and Inbox placement challenges

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the key steps in the process for creating an email campaign
- ↗ Identify the factors that affect email deliverability
- ↗ 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 metrics, tactics, and best practices to report on and optimize an email marketing campaign

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify best practices when using A/B testing to enhance email marketing campaigns
- ↗ 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
- ↗ Identify best practices to use to minimize email bounce rates and unsubscribes

# MODULE 7: PROFESSIONAL SOFT SKILLS FOR DIGITAL MARKETERS

# PROFESSIONAL SOFT SKILLS FOR DIGITAL MARKETERS

To be effective, particularly in today's hybrid and remote work environments, digital marketers need to possess strong technical marketing and digital skills in addition to well-honed soft skills. This module dives deep into the key soft skills that digital marketers need to master to be successful today.

The module opens by explaining how project management techniques are used to manage marketing campaigns and to achieve project success. It explores how applying agile thinking and developing an agile mindset can increase innovation and efficiency when undertaking digital marketing tasks and assignments. Next, it explores techniques to generate new ideas and to help remove barriers to creativity. It examines techniques to improve problem-solving and to develop and hone strategic thinking skills. It also covers tactics and strategies to manage time more effectively to achieve personal and business objectives, and then concludes with tips and techniques to help improve communication and persuasion skills in the workplace.

## Project Management

**Lesson Goal:** To demonstrate an understanding of the core concepts of project management and how project management techniques are used to achieve project success

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the benefits that effective project management can bring to a marketing campaign
- ↗ 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 seven-step framework for managing projects

## Agile Thinking

**Lesson Goal:** To develop an agile mindset and be more agile in an ever-changing workplace

**Learning Objectives**

After completing this lesson, participants 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

## Enhancing Your Creativity

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

**Learning Objectives**

After completing this lesson, participants 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


## Problem-Solving and Strategic Thinking

**Lesson Goal:** To develop and improve problem-solving skills and use techniques to develop and hone strategic thinking skills to become more effective in the workplace

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify techniques to use to effectively describe the problems encountered in the workplace
- ↗ Recognize the stages in a typical problem-solving strategy
- ↗ Identify the skill-sets to cultivate to solve problems effectively
- ↗ 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®


## Managing Your Time Effectively

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

**Learning Objectives**

After completing this lesson, participants 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 for achieving personal goals
- ↗ Identify strategies to use to save and create time
- ↗ Recognize how to eliminate personal time stealers

## The Art of Communication and Persuasion

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

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the benefits of effective communication in the workplace
- ↗ Recognize nonverbal cues that can impact effectiveness as a communicator
- ↗ Distinguish between different types of communication
- ↗ Identify strategies to use to communicate more effectively
- ↗ Recognize how to be persuasive when interacting with others
- ↗ Identify techniques to help persuade an audience when making a proposal
- ↗ Identify techniques for maximizing the impact of proposals
- ↗ Identify methods for overcoming objections to proposals

# MODULE 8: WEB OPTIMIZATION, ECOMMERCE, AND SOCIAL COMMERCE

# WEB OPTIMIZATION, ECOMMERCE, AND SOCIAL COMMERCE

This module introduces key concepts and best practices underpinning effective website design. It deep dives into the structure and organization of the types of websites people typically encounter online, including ecommerce, lead generation, and portfolio (or brochure) websites. It covers the role that marketers and the Buyer's Journey play when planning a website and it will enable digital marketers to build and publish a simple, well-designed, and optimized website that is aligned to an organization's specific business goals. It also examines the principles of UX and user-centered design to help develop a consistent, responsive, usable, and frictionless online experience across device types. Then it dives deeper into the specific considerations, tactics, and best practices for developing an effective ecommerce website or app. It examines the metrics that digital marketers use to capture, track, and measure website activity, and the tactics and techniques used to evaluate and optimize the performance of a website. Finally, it looks at how to use social commerce channels and tactics to increase social commerce sales

## Creating an Online Experience

**Lesson Goal:** To demonstrate an understanding of effective website design and use best practices to build an online presence for an organization to support its business goals

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize ways of building an online presence for a business
- ↗ Distinguish between the goals associated with the different types of websites available to an online business
- ↗ Match the key components of effective website design to their associated tasks and activities
- ↗ Identify the key steps involved in building a basic website

## Website Structure and the Buyer's Journey

**Lesson Goal:** To demonstrate an understanding of the role of a marketer, the Buyer's Journey, and the purpose of specific webpage types when planning the structure and organization of a website

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify opportunities for website optimization to guide consumers through the Buyer's Journey
- ↗ Identify the role of a marketer in the design, construction, maintenance, and optimization of a website
- ↗ Recognize the website elements to optimize to guide visitors to take action
- ↗ Distinguish between the purpose of the different types of web pages found in a website
- ↗ Recognize effective tactics for improving the conversion rate of a website

## User-Centered Design

**Lesson Goal:** To apply the principles of UX and user-centered design to optimize the online experience for website visitors

**Learning Objectives**

After completing this lesson, participants will be able to:

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

## eCommerce Websites

**Lesson Goal:** To use best practices when planning and implementing an ecommerce website or app and recognize the benefits of using a customer service solution to support ecommerce

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify factors to consider before engaging in ecommerce
- ↗ Distinguish between the benefits of an off-the-shelf ecommerce solution and outsourcing to a third-party developer
- ↗ Recognize the customer preferences to consider when developing an ecommerce website or app
- ↗ Recognize the types of reporting used to monitor the performance of an ecommerce store
- ↗ Recognize the importance of ecommerce customer data
- ↗ Identify the advantages of using an ecommerce marketplace
- ↗ Identify the advantages of using a customer service solution for ecommerce

## Evaluating and Optimizing a Website

**Lesson Goal:** To select appropriate metrics, tools, and tactics to evaluate and optimize the performance of a website

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the key metrics to track when optimizing a website
- ↗ Identify techniques and best practices for monitoring and optimizing website performance
- ↗ Recognize A/B testing best practices for website optimization

## Social Commerce Channels and Tactics

**Lesson Goal**: To use social commerce channels and tactics to increase social commerce sales

**Learning Objectives**

After completing this lesson, participants will be able to:

↗  Distinguish between social media and social commerce to understand how each is used
↗  Identify the key drivers of the growth of social commerce
↗  Distinguish between the features in social apps used to encourage social commerce transactions
↗  Identify the key elements to consider when establishing social commerce goals
↗  Identify key tactics used to increase social commerce sales
↗  Identify the benefits of using native social media platform tools to analyze social campaigns
↗  Distinguish between the capabilities of third-party tools for analyzing social campaigns

# MODULE 9: ANALYTICS WITH GOOGLE ANALYTICS 4 (GA4)

# ANALYTICS WITH GOOGLE ANALYTICS 4 (GA4)

This module begins by exploring the fundamentals of digital marketing 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. It then moves on to look at how to set up and configure Google Analytics 4 (GA4), the latest version of Google's web analytics platform with AI-enhanced features, and install GA4 tracking code to link it to a website. The module covers setting website goals to analyze performance and analyze customer conversion journeys. It also provides comprehensive detail on how to use GA4 reports and features to monitor and analyze digital campaigns. It concludes by looking at how marketers can use AI-driven insights and data-processing capabilities to enhance data-driven decisions.

## Digital Marketing Analytics Fundamentals

**Lesson Goal:** To develop an understanding of the fundamentals of digital marketing analytics and the associated legal responsibilities and best practice concerning data collection, explicit consent, and privacy

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Recognize the types of insights that digital marketing analytics can provide for marketers
↗ Recognize the benefits of using digital marketing analytics
↗ Identify digital marketing analytics tools for collecting, measuring, and analyzing data
↗ Identify the benefits of using GA4 as the primary source of analytics reporting
↗ Distinguish between common dimensions and metrics in GA4
↗ Distinguish between common conversion metrics in GA4
↗ Recognize the basic legal requirements, responsibilities, and best practice concerning analytics, consent, and data collection

## Creating and Configuring a GA4 Account

**Lesson Goal:** To use best practices to set up and optimize a Google Analytics 4 account

**Learning Objectives**

After completing this lesson, participants will be able to:

↗ Identify best practices for setting up a GA4 account
↗ Distinguish between the methods for adding GA4 code to a property
↗ Distinguish between the two levels of settings found in GA4
↗ Recognize the benefits associated with sharing access to a GA4 account with co-workers
↗ Recognize the benefits of linking GA4 to other marketing tools

## Setting Events with GA 4

**Lesson Goal:** To set up and optimize events in GA4 and recognize the benefits that can be gained from them

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize the benefits of setting up events for marketing campaigns
- ↗ Distinguish between the different types of events available in GA4
- ↗ Recognize how to set up custom events in GA4
- ↗ Identify how to set up an event in GA4 using Google Tag Manager
- ↗ Apply best practice when tracking ecommerce conversions using GA4

## Monitoring Campaigns Using GA4 Reports

**Lesson Goal:** To monitor digital marketing campaigns and derive insights to optimize campaign performance using GA4 reports

After completing this lesson, participants will be able to:

**Learning Objectives**

- ↗ Distinguish between the types of campaign insights provided by the key reports in GA4
- ↗ Recognize how the Acquisition reports in GA4 are used to derive insights from the sources of traffic to a website and mobile app
- ↗ Distinguish between the types of engagement reports in GA4
- ↗ Distinguish between the purpose of the monetization reports in GA4
- ↗ Distinguish between the different types of user reports in GA4
- ↗ Recognize the purpose of the advertising reports in GA4

## Analyzing and Recording GA4 Data

**Lesson Goal:** To identify the benefits of using the real-time, explorations, and funnel reports in GA4

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize the benefits of tracking traffic changes in real time using GA4
- ↗ Distinguish between the report explorations in GA4
- ↗ Identify the benefits of using a conversion funnel in GA4
- ↗ Identify the benefits of creating custom audiences in GA4
- ↗ Recognize best practices for analyzing data

## Using AI with Data for Decision-Making

**Lesson Goal:** To demonstrate an understanding of how AI can be used in digital marketing to enhance data collection, analysis, and data-driven decision-making

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize how machine learning and AI tools can help with digital marketing data analysis and collection
- ↗ Recognize best practices for digital marketing data collection and analysis
- ↗ Recognize how AI-driven insights can enhance decision-making processes in marketing
- ↗ Recognize how marketers can use advanced applications of AI in digital marketing to enhance strategic decision-making
- ↗ Recognize how marketers can use AI to optimize the customer journey
- ↗ Identify how AI can be used to provide strategic insights for long-term marketing planning

# MODULE 10: DIGITAL MARKETING STRATEGY

# DIGITAL MARKETING STRATEGY

This module identifies the core components of an effective digital marketing strategy, and the role AI can play in strategy development. It also 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. And it 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 differentiate between the core components of a digital marketing strategy and the role each plays towards realizing business goals

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Recognize the scope of contemporary marketing
- ↗ Distinguish between the core components of a digital marketing strategy
- ↗ Recognize the importance of having a well-developed digital marketing strategy
- ↗ Recognize the value of an overarching strategy for communicating an overall plan
- ↗ Identify how AI can enhance strategic planning processes
- ↗ 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

## Digital Strategy Research

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

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Identify the key research activities that inform the development of a digital marketing strategy
- ↗ Differentiate between strong research and weak research
- ↗ Distinguish between owned and desk research
- ↗ Identify the factors to analyze during a digital audit of an organization's digital marketing activities
- ↗ Distinguish between the core audience data variables used for research and to plan media targeting

- ↗ Identify the key insights to document when developing audience personas
- ↗ Recognize the different places where audience data can exist
- ↗ Match specific audiences to meet specific objectives
- ↗ Identify the steps required to implement a simple social listening study
- ↗ Recognize the role that the website, ecommerce site, or content hub plays in a digital marketing strategy
- ↗ Identify the factors to assess during competitor research when developing a digital marketing strategy

## Setting Strategy Objectives and KPIs

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

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ 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
- ↗ Recognize how to 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

## Developing Marketing Briefs and Creative Strategies

**Lesson Goal:** To demonstrate an understanding of how to develop a creative strategy that engages an audience and delivers on campaign goals

**Learning Objectives**

After completing this lesson, participants will be able to:

- ↗ Distinguish between the contents of a creative brief, a media brief, and a media plan for a digital marketing strategy
- ↗ Recognize the key ingredients in an effective creative strategy
- ↗ Recognize the key elements to focus on when developing a content strategy
- ↗ Recognize the key elements required to develop an effective influencer marketing strategy
- ↗ Distinguish between the creative format specifications for each channel in a Launch Plan
- ↗ Identify best practices for developing productive working relationships with digital marketing agencies

## Executing a Digital Marketing Strategy

**Lesson Goal:** To demonstrate an understanding of 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**

After completing this lesson, participants will be able to:

- ↗ Select appropriate digital channels to achieve strategy objectives based on insights drawn from digital research
- ↗ Differentiate between inbound and outbound channels in a digital channel strategy
- ↗ Recognize how offline channels and digital media can support each other
- ↗ 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
- ↗ 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
- ↗ Identify the resources and automation tools that will enable effective campaign delivery

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