




# Professional Diploma in **Digital Marketing**



We're proud to have been supporting and nurturing students in their professional growth since 2010. We're here to help you find and develop a career you're passionate about, so you can discover your potential.

## **The Learning People**

|                                   |      |
|-----------------------------------|------|
| 1. Introduction                   | 1    |
| 2. Why choose us?                 | 2    |
| 3. Student benefits               | 3    |
| 4. Supporting you                 | 4    |
| 5. Why online learning?           | 5    |
| 6. The course                     | 8    |
| 6.0 Overview                      | 8-15 |
| 6.1 Digital Marketing Foundations | 16   |
| 6.2 Website Optimization          | 17   |
| 6.3 Content Marketing             | 19   |
| 6.4 Social Media Marketing        | 20   |
| 6.5 SEO                           | 22   |
| 6.6 Paid Search                   | 23   |
| 6.7 Display & Video Advertising   | 25   |
| 6.8 Email Marketing               | 26   |
| 6.9 Analytics                     | 28   |
| 6.10 Digital Strategy             | 29   |
| 7. FAQs                           | 30   |
| 8. Contact us                     | 33   |
|                                   | 34   |



# Introduction

We owe it to ourselves to be the best and most knowledgeable professional we can be. And training with us is all about you doing just that... Achieving your goals and living your best life.

I started the **Learning People** through my passion for continual development. We want to empower people like you with the real world skills and expertise that employers are actually looking for.

We take your goals seriously. We listen to your ambitions and tailor your learning so you get the skills you need to live the life you want.

If you're committed to taking control of your future and advancing your career, you're a perfect candidate.



Patrick Aylmer  
Founder and CEO



# Why choose us?

## Up to date

Our training is always up to date and bang on trend - you'll receive the best, most relevant training to help you advance your career.

## Customer support

Our friendly **StudentCare™** team are there to help you every step of the way - they'll be your support from introducing you to the training, all the way through to your exam.

## Exclusive partners

We're partnered with major job boards across Europe and America - this gives us the insight into what employers are looking for so we can tailor your training to match their desired skills.

## Trusted by giants

You'll receive training that's trusted by giants - we're accredited by the Learning Performance Institute and our training is approved by the likes of **Nasa, BT, VISA** and **Bupa**.

## Live your best life

You'll be in good company - with over 50,000 students worldwide, you'll be joining a huge community of active learners.

## Superb student reviews

It's important for us as a company to be transparent and honest with our students, which is reflected by our excellent **TrustPilot** reviews.



A close-up photograph of a young woman with voluminous, curly brown hair, smiling broadly and showing her teeth. She is positioned on the right side of the frame, with her face partially cut off by the edge. The background is a light blue wall with horizontal wooden planks.

# Student benefits

## CV detox

It's as much about what you do after the course as it is the training itself, that's why we'll go through your CV with you, help you write a cover letter and give you tips on shining in your interview.

## Money saving offers

All our UK students will receive an **NUS extra card** which can be used for discounts across hundreds of different brands.



# Supporting you

**We're all about helping you reach your goals, whether it's getting started with a totally new career or validating your skills as an expert in your field.**

From the word go, you'll have support from our dedicated **StudentCare™** team. They'll help you get settled and show you around your training.

You'll hear from them regularly throughout your training, so they can see how you're getting on and give you some motivation - should you need it.

They'll give you hints and tips for getting the most out of your revision and help you book your exams.

You can contact them at any time during your course for questions about your training, **StudentCare™** are dedicated to supporting you throughout your entire learning journey.



# Why online learning?

**Studying online rather than in a classroom comes with tons of benefits, here are some of them...**

## **Learn anywhere**

Study at home, in your office, on the train, anywhere with an internet connection

## **Learn anytime**

Study at the weekend, during your lunch break, after you've put the kids to bed, anytime

## **Save money**

Save money on travel, textbooks and stationery

## **Preparing for your exams**

Save time by speeding through the content you know and taking your time on the areas you're less familiar with

## **At your own pace**

Take a break any time you want - busy at work or kids on half term? Just log back in and pick up exactly where you left off

## **Greater knowledge**

You'll develop greater knowledge - studies show we retain information longer learning at our own pace

## **Employers prefer it**

Employers love online learners - being self motivated is always something employers look for

## **Instant results and feedback**

Instant results and feedback - online quizzes and tests will ensure you're on track to achieving your training goals

## **Most up to date content**

Get the most up to date content - remote delivery of curriculum allows instructors to keep materials fresh, up to date and on trend



We have **over 50,000 students** around the world...



...experiencing the  
**next generation** of  
online learning

Excellent



It was one of my best decisions to sign up with the Learning People. The course, the support and the follow ups are better and bigger than anybody can expect from a training provider.

**Róbert Rétfalvi**



# Professional Diploma in Digital Marketing Overview

## The facts about the Professional Diploma...



50 hours



1 x 180 minute exam



no prerequisites



expert mentoring



practice questions and  
exam prep included

## Take a look at the modules you'll cover in the Professional Diploma

1. Digital Marketing Foundations
2. Website Optimisation
3. Content Marketing
4. Social Media Marketing
5. SEO
6. Paid Search
7. Display and Video Advertising
8. Email Marketing
9. Analytics
10. Digital Strategy





# Professional Diploma in Digital Marketing Overview

**Digital marketing spend is forecasted to hit £95bn by 2021, as organisations continue to recognise the ability of digital tools and channels to build brand awareness, generate high quality leads, and maximise revenue.**

Whether you're a complete beginner, business owner or marketing professional looking to upgrade to digital, this course is perfect for you.

The **Professional Diploma in Digital Marketing** course provides you with an introduction to key digital specialisms, from mobile and social media marketing to Email, PPC and SEO.

**Time taken to complete the diploma and pass your exam:**

Full time: 2 - 3 weeks

Part time: 8 - 9 weeks

**This diploma includes:**

- ✓ **Access to HD video lectures** with accompanying downloadable course material
- ✓ **Access resources** to help you with your studies including self directed practical exercises and recommended reading
- ✓ **An experienced digital marketing tutor** for digital marketing or exam related questions
- ✓ **A 'Course Manager'** who is available to support you during your study and assist with any admin related queries
- ✓ **Discussion forums**, to interact with fellow students and a tutor with an expertise in digital skills and practices
- ✓ **Access to live and non live webinars** with your tutor and industry experts



# Professional Diploma in Digital Marketing Overview

## Who's this course for?

- marketing executives, managers, senior management
- IT managers
- business owners
- anyone responsible for developing and/or implementing a **digital marketing strategy** for their organisation
- anyone looking to pursue a career in **digital marketing**

This course benefits various levels of skills and experience, and will empower you to maximise the impact of your marketing through powerful digital tools. It's ideal for digital marketers looking to validate or update their skill

## What will you learn?

By earning this diploma, you will be able to:

- ✓ increase your website's visibility through Search Engine Optimisation techniques - **SEO**
- ✓ drive qualified traffic to your website through Pay Per Click advertising - **PPC**
- ✓ execute **digital display campaigns**
- ✓ **capture, segment and manage email subscribers** so you know how to plan and execute a successful email marketing campaign
- ✓ use suitable **social media channels** for different business goals and objectives
- ✓ **measure and optimise your social media campaigns**
- ✓ **leverage mobile marketing** for its micro targeting advantages
- ✓ **analyse and optimise** your overall digital marketing activity
- ✓ create a formal **digital marketing plan** for your business

## Job opportunities:

# You've heard of the digital skills gap, right? There's 150,000 digital jobs predicted by 2020 and not enough digital professionals to fill them.

With the **Professional Diploma in Digital Marketing**, you'll get unique competitive advantage - plus you're gearing yourself up for a career where demand exceeds supply. **Win!**

---

### DIGITAL MARKETING EXECUTIVE

£21,300

A digital marketing executive is responsible for engaging a brand with customers or clients via the digital space and involves in planning, and executing digital marketing campaigns.

### SEO MANAGER

£32,400

An SEO manager is somebody who improves the websites of their clients to increase the amount of traffic the website gets by obtaining a high ranking placement in the search results page of a search engine.

### DIGITAL MARKETING MANAGER

£47,500

A digital marketing manager is responsible for managing digital marketing campaigns. They should enhance brand awareness within the digital space and drive website traffic whilst acquiring leads/customers.

### HEAD OF DIGITAL MARKETING

£90,200

The head of digital marketing oversees the running of a digital marketing team in all its functions including specialists and analysts and is responsible for all aspects of online business.

---

## Earning potential:

Your salary can range anywhere from **£21k** for an executive level digital marketing role, to **£90k** for when you're at the top of your game as a head of digital marketing.

# £90,000+



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

Digital Skills Report 2016

---

This certification delivers **best current practice, theory and applied skills in digital**, and is recognised and respected across the industry

---

Gaining a digital marketing certification will assure you have the **essential skills and knowledge needed to excel as a digital professional**

---

You'll learn how to **integrate key digital practices** into your marketing techniques and **measure the success** of your digital marketing strategy

---

Top benefits of the Professional Diploma in Digital Marketing:

95% of the DMI certified professionals are currently **employed**

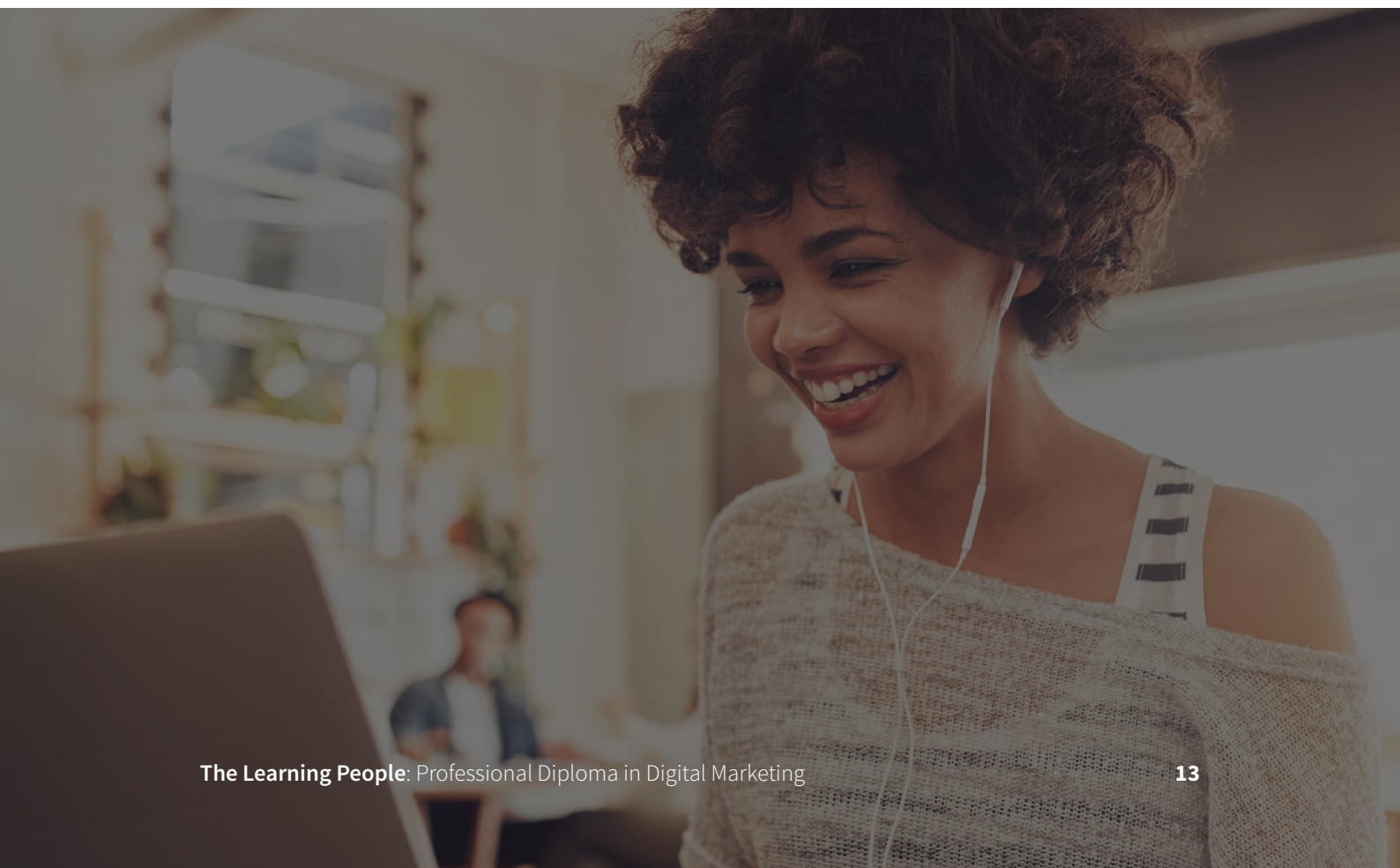
---

81% were **promoted** after earning the Professional Diploma in Digital Marketing

---

92% of graduates said that the DMI diploma had a **positive impact on their career**

---



# Introduction from the Digital Marketing Institute



## 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.

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

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

### Industry Advisory council

Representing the world's largest and most influential digital brands, validates all **Digital Marketing Institute** program content.

By providing expert review and recommendations on a regular basis, the Council ensures that 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 **Digital Marketing Institute** to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in demand digital needs and skillsets.

The advisory council includes experts from





## What do the DMI say about us?



As a training specialist, the **Learning People** are acutely aware of the growing demand for qualified digital professionals across industries and sectors. In order to meet the need for digital talent, the company sought a partner with digital expertise that valued learning as much as they did.

**At the Digital Marketing Institute, we look to partner with organisations that are committed to providing the best in class education and training available. We decided to partner with the Learning People not only because they specialise in providing industry accredited certifications, but their courses are delivered with the success of their students in mind**

Ian Dodson, Director of the Digital Marketing Institute

---

Since partnering in 2015, the **Learning People** have enrolled hundreds of students onto **Digital Marketing Institute** courses.

One of the key factors for the **Learning People's** success is its knowledge of the UK jobs market. Their affiliation with leading job boards such as **TotalJobs, Reed, the Guardian** and **Jobsite** enable the company to monitor the demand for digital professionals and understand what certifications are needed and valued. As a provider of industry leading certifications, the **Learning People** is accredited by the **LPI** and trusted by the **HMRC, Honda, BT, and VISA** amongst others.

**This partnership has provided the global market with certified graduates that have the knowledge and expertise to benefit any industry or sector. Our expectation is that our future with the Learning People is one of student success and the professionalisation of digital marketing and selling as a valued profession**

Ian Dodson, Director of the Digital Marketing Institute

---

A photograph of three men sitting around a table in a meeting. The man on the left is wearing a plaid shirt and glasses, the man in the middle is wearing a grey t-shirt, and the man on the right is wearing a plaid shirt and glasses. They are all smiling and looking at each other. The background is a blurred office environment.

# 1. Digital Marketing Foundations

This module will enable you to conduct digital research, set business objectives for a digital marketing campaign and to prepare the foundations for developing a targeted digital marketing strategy. Upon completion of this module, you will be able to:

## **1. Identify the core principles and purposes of digital marketing by:**

Distinguishing between examples of digital media

Distinguishing between each stage of the buyer's journey process

Identifying the 5 marketing functions and the marketing activities associated with each function

Recognising the relationship between the marketing functions and the stages in the buyer's journey

Recognising the benefits of combining traditional and digital marketing to take your audience through the entire sales and marketing funnel

Identifying the principles of the DMI 3i Methodology and how it is central to the key components of digital marketing

Distinguishing between the different digital channels and how they provide opportunities for an online business

## **2. Develop clear and actionable objectives for a digital marketing plan by:**

Identifying the key considerations during the planning stages of a digital marketing strategy

Recognizing how to develop a set of SMART objectives for a digital marketing plan

### **3. Use digital research and social listening to gain insights into your competitors, audience and industry by:**

Identifying the key audience research concepts that are essential for understanding your audience and communities of interest

Recognising how audience research platforms aid in extracting insights within the various audience research dimensions

Recognising how competitive research components and tools aid in extracting insights on competition within your industry

Recognising how Industry trend research and tools help a digital marketer to understand the changes and advancements taking place in an industry

Recognising how cultural research components and tools help a digital marketer to investigate the ways in which culture creates and transforms individual experiences

### **4. Recognise how teamwork and various roles in teams contribute to your digital marketing strategy objectives by:**

Understanding the place of digital marketers in the broader communication industry

Identifying how a digital marketer's role fits into wider business teams

Recognizing how a digital marketer's role and responsibilities fit into shared business objectives

Recognizing the relationship between Sales and Marketing teams and the link between the marketing and the sales funnels

Recognizing the various skills that enable a digital marketer to communicate effectively across an organization

### **5. Use the PROPEL model as the framework for planning a digital marketing strategy by:**

Identifying the six stages of the PROPEL model when developing a digital marketing strategy





## 2. Website Optimization

This module will teach you how to build and publish a well-designed, high performing and optimised website that is aligned to your business goals. Upon completion of this module, you will be able to:

### **1. Understand the key components of effective web design and the importance of website optimisation to your overall digital marketing strategy by:**

Differentiating between website optimisation and SEO

Recognising the purpose of website optimisation within an overarching digital marketing strategy

Identifying the role of a marketer in the design, construction, maintenance and optimization of a website

Identifying the key components of effective web design and their associated tasks and activities

### **2. Choose a website hosting option and design, build, and publish a basic website using WordPress by:**

Differentiating between the common website hosting options available to an online business

Setting up a basic website using Wordpress.org

Choosing an appropriate WordPress theme for your site

### **3. Identify the principles of good web design and how to attract potential customers using effective content and copy by:**

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

Recognising the importance of a mobile-first approach to design and how this relates to SEO

Using best practice to create effective copy for your website

Conducting A/B testing using best practice

### **4. Optimise website performance and usability using user-centered design principles and processes by:**

Distinguishing between the primary focus and concerns of UX design and UI design

Recognising the benefits and principles of good UX and UI

Recognising how to assess the effectiveness of a website's user experience

Improving user experience by applying user-centered design methods

Improving page speed by analysing hosting providers and fixing issues with website design

### **5. Use your website for insight, tracking, measurement and data capture by:**

Identifying the most useful metrics to understand and monitor for a website

Choosing the most appropriate tool to evaluate the effectiveness of a website

Implementing best practice to monitor and optimise the effectiveness of a website



“

We'll help to make sure you meet all the necessary requirements to pass your exams

**Josh, StudentCare™**



## 3. Content Marketing

This module will enable you to develop the knowledge and skills to plan and execute a content marketing strategy in a persona-oriented, data-driven way - informed by business objectives, aligned with the buyer journey and your overall marketing strategy. Upon completion of this module, you will be able to:

### **1. Understand the fundamentals of content marketing and its position within the overall digital marketing strategy by:**

Defining content marketing

Listing the benefits and qualities of effective content marketing

Differentiating between the two main types of content

Aligning content effectively to different stages of the buyer journey

Recognising how community management complements content marketing



## **2. Initiate a content marketing strategy and establish effective workflows by:**

Identifying the key elements in an effective content marketing strategy

Conducting social listening as part of the research phase of your strategy

Recognising how to inform a content strategy by analyzing and monitoring competitor content

Recognising how to conduct a content audit to assess performance and spot opportunities

Differentiating between types of content marketing goals

Identifying the key considerations for aligning content marketing goals with business goals

Identifying the factors to consider when creating customer personas

Using research best practice to develop content topics based on your target personas

Developing a content calendar to plan and structure content creation and promotion

Recognising the value of Content Management Systems and the considerations to make when choosing which one to use

## **3. Create and curate compelling and innovative content by:**

Recognising key stakeholders involved in the creation of content

Distinguishing between a variety of content types and formats you can use in your content marketing efforts

Targeting content type to your audience on social platforms

Differentiating between the tools used to create different types of content

Distinguishing between content creation and curation

Using best practice to curate effective content

Identifying the key components in a company's brand personality

Crafting an effective brand story that includes your business and content marketing goals, personas and key messaging

Recognising the benefits of content personalization

**4. Extend the value of your content through repurposing and use scheduling tools and promotion methods to effectively distribute content across a variety of platforms by:**

Selecting the most appropriate content platform for different content types

Differentiating between the benefits and challenges of content seeding

Using content scheduling techniques and tools to distribute content across social media platforms

Distinguishing between the strategies for content promotion

Repurposing content into different formats for different audiences to maximize visibility

**5. Measure your content marketing return on investment by assessing cost, utilisation and performance and analyzing key metrics by:**

Recognising the value of content marketing return on investment

Identifying the key components for calculating content marketing ROI

Aligning content marketing metrics to business goals

Using metrics to inform changes to your content marketing strategy



## 4. Social Media Marketing

This module enables you to apply social media concepts and best practices to both organic and paid marketing activities on key platforms in order to run successful campaigns that yield ROI and meet business objectives. Upon completion of this module, you will be able to:

### **1. Recognise the fundamental principles of social media marketing during the development of a digital marketing strategy by:**

Identifying the key concepts of social media marketing

Recognising the roles and responsibilities of a social media marketer

Identifying the stages of the buyer's journey and marketing function pertaining to social media marketing

Distinguishing between the most influential social media platforms in terms of the advantages they offer to a digital marketer

Implementing best practices for hashtag usage across social media platforms

## **2. Identify the core features, tools and guidelines for setting up, optimising and organically posting on Facebook by:**

Recognising the key terminology related to marketing on Facebook

Differentiating between the various platform features available to marketers on Facebook customizing a Facebook page

Identifying the best practices for posting effectively on Facebook

## **3. Identify the core features, tools and guidelines for setting up, optimising and organically posting on Twitter by:**

Recognising the key terminology related to marketing on Twitter

Differentiating between the various platform features available to marketers on Twitter

Customising a Twitter account

Identifying the best practices for Tweeting effectively on Twitter

## **4. Identify the core features, tools and guidelines for setting up, optimising and organically posting on LinkedIn by:**

Differentiating between the various platform features available to marketers on LinkedIn

Identifying the attributes of an all-star LinkedIn profile

Using best practice to build a personal brand and establish a high quality network on LinkedIn

Optimising a Company Page on LinkedIn

Differentiating between Affiliate and Showcase Company Pages on LinkedIn

Identifying the best practices for posting effectively on LinkedIn



## **5. Identify the core features, tools and guidelines for setting up, optimizing and organically posting on Instagram by:**

Recognising the limitations of Instagram for marketers

Differentiating between the various platform features available to marketers on Instagram

Identifying the best practices for regramming user generated content on Instagram

Differentiating between Organic and Business accounts on Instagram

Optimising an Instagram account

Identifying the elements of an impactful, fully optimised Instagram post

Identifying the elements of an impactful, fully optimised Instagram video

Recognising the best practices for creating an impactful, fully optimised Instagram story

## **6. Identify the core features, tools and guidelines for setting up, optimizing and organically posting on Snapchat by:**

Recognising the limitations of Snapchat for marketers

Differentiating between the various platform features available to marketers on Snapchat

Understanding how to set up and customize a Snapchat account

Recognising the best practices for creating an impactful, compelling and fully optimized Snap on Snapchat

Recognising the best practices for creating an impactful, fully optimised Snapchat story

## **7. Build, manage and sustain an active community on social media platforms:**

Applying techniques and best practices to build a loyal community on social media platforms

Applying techniques and best practices to manage and sustain a community on social media platforms

Excellent



The Learning People took all the confusion out of my many options. They were very patient, and since enrolling, the subsequent support has been excellent. It fills you with confidence that you have the right support going forward when you need it. They say the customer is paramount, and I really believe them.

**Nigel Bradlaw**



## 5. SEO

This module will enable you to build an organic search marketing strategy that brings the right kind of visitors to your website. You will learn how to boost online conversions, stand out in today's fiercely competitive online marketplace and ensure the best possible ROI. Upon completion of this module you, will be able to:

### **1. Understand the fundamentals of SEO and how it differs from paid search by:**

Defining SEO

Distinguishing between paid and organic search

Differentiating between the key components of SEO

Recognising how search engines work

Distinguishing between common types of search queries

Identifying the components of a SERP

### **2. Set business, SEO and website objectives to drive website traffic, build product awareness and generate leads by:**

Recognising the importance of setting SEO objectives

### **3. Build an SEO content plan based on strategic keyword and competitive research by:**

Defining what a keyword is and understand the concept of keyword research

Listing the benefits of keyword research

Distinguishing between short tail and long tail keywords

Conducting keyword research

Turning your list of keywords into SEO content for your site

### **4. Boost your website's organic search ranking using on-page, off-page and technical elements by:**

Configuring technical components of your website for best visibility in search engines

Optimising on-page elements to boost rankings

Optimising off-page elements to boost rankings

Conducting an SEO audit optimizing technical, on-page and off-page components

### **5. Measure the success of overall SEO efforts by:**

Monitoring the sources of traffic to your website

Differentiating between various types of SEO metrics

Using key SEO metrics to measure the success of SEO activities





# 6. Paid Search

This module will enable you to develop the knowledge and skills to implement and manage paid search campaigns. You will learn how to create Google AdWords campaigns, manage budgets, and report on their performance. Upon completion of this module, you will be able to:

## **1. Understand the fundamentals of paid search and how it differs from organic search by:**

Distinguishing between paid and organic search

Recognising how consumers use search engines

Identifying the key benefits of using paid search in a marketing campaign

Identifying the elements of a paid search campaign

## **2. Use Google AdWords to launch a successful paid search campaign by:**

Distinguishing between an AdWords manager account and a child account

Recognising best practice for structuring a Google AdWords account

Identifying the key elements of a paid search campaign

Distinguishing between keyword research for paid search and SEO campaigns

Creating a paid search campaign using Google AdWords

### **3. Manage a paid search campaign by:**

Recognising how to manage an advertising budget using Google AdWords

Recognising key concepts underlying the bidding process

Recognising the function of the Bid Simulator tool

Optimising campaigns by scheduling ads and setting bid adjustments for audiences, devices and locations

Recognising the purpose of AdWords Editor

### **4. Measure the effectiveness of paid search campaigns by generating detailed reports by:**

Identifying KPI's to measure the success of a paid search campaign

Recognising the purpose of conversion tracking

Recognising how to report on different metrics to measure the success of a paid search campaign

Using Google Analytics to measure paid search campaigns

Using Google Analytics engagement metrics for deeper reporting





“

We love catching up with you to see how you're getting on

**Agnes, StudentCare™**





# 7. Display and Video Advertising

This module will equip you with the technical understanding and skills to build and maintain an effective Display and Video advertising strategy. You will learn how to setup and manage Display & Video campaigns, create Display and Video ads to run on the Google Display Network and YouTube, apply targeting to your ads, and then analyse their effectiveness by pulling detailed reports in Google AdWords and Google Analytics which measure the most important metrics. Upon completion of this module, you will be able to:

## **1. Understand the fundamental concepts of Display & Video advertising and its role in an advertiser's marketing strategy by:**

Identifying the key concepts, benefits and value of Display and Video advertising

Distinguishing between the main platforms available for Display and Video advertising

Distinguishing between the advertising buying mechanisms available for Display and Video advertising

Determining objectives for a Display and Video marketing strategy

## **2. Create a YouTube channel and manage video content by:**

Setting up a YouTube Channel

Uploading a video to a YouTube Channel using best practices

Using best practices to develop and manage video content on YouTube

Analysing the organic performance of video content using YouTube Analytics reports



### **3. Identify ad formats available on the Google Display Network and YouTube by:**

Distinguishing between the campaign types available on the Google Display Network

Identifying the ad formats and sizes available on the Google Display Network

Identifying the ad formats available on YouTube

### **4. Use Google AdWords to create campaigns and ads for the Google Display Network and YouTube by:**

Creating a Display advertising campaign in Google AdWords

Creating responsive and non-responsive ads to run on the Google Display Network

Linking a YouTube Channel with a Google AdWords account

Creating a Standard Video Advertising campaign in Google AdWords

Creating ads to run on YouTube

### **5. Add targeting, re-marketing and a bidding strategy to your Display & Video campaigns by:**

Identifying the types of targeting available

Applying audience targeting to Display and Video campaigns

Applying contextual targeting to Display and Video campaigns

Optimising Display and Video campaigns by using advanced features

Using exclusions in AdWords to refine where ads appear in Display and Video campaigns

Recognising the remarketing options available for Display and Video campaigns

Applying a bidding strategy to Display and Video campaigns

## **6. Measure results and optimise Display and Video campaigns by:**

Identifying the various metrics associated with Display campaigns

Identifying the various metrics associated with Video campaigns

Using Google AdWords to analyse the performance of Display campaigns against KPIs

Using Google AdWords to analyse the performance of Video campaigns against KPIs

Using Google Analytics to evaluate the impact of Display & Video campaigns on website performance

Optimising Display and Video campaigns based on performance against KPIs



## 8. Email Marketing

This module will teach you the fundamentals of email marketing and how to strategise your email delivery plan to test, optimise and report on the performance of your email marketing campaign. You will also explore the techniques, processes and value of using marketing automation alongside email marketing campaigns. Upon completion of this module, you will be able to:

**1. Understand the fundamentals of email marketing and how permissions, mobile, the buyer's journey and the marketing life cycle are important considerations for your digital marketing strategy by:**

Recognising the key concepts of email marketing

Recognising the value of using inbound email marketing

Identifying the legislation and regulations surrounding email permissions and data protection

**2. Apply the core principles, techniques and actions for developing an effective and high performing email marketing strategy by:**

Identifying the key principles for building an effective email marketing strategy

Recognising how email service providers enable you to build, manage and optimise your email marketing efforts

Identifying the sources of additional information for different types of email recipients

Recognising how email lists contribute to growing and managing your contact database

### **3. Design balanced and effective emails to deliver a message that generates leads, retains customers and inspires evangelists by:**

Identifying the components that contribute to writing and designing effective emails

Recognising how to use the buyer's journey to align your emails to the right audience

Identifying the types of subject lines that drive recipients to open and engage with emails

Identifying email copy essentials that set the right tone in the body of an email as well as images

Using email design best practices when creating marketing messages

Recognising effective ways to use call to actions in a marketing email

### **4. Use best practice for creating and delivering an email campaign:**

Creating an email campaign and identifying the factors that affect email campaign delivery

Recognising potential email delivery and inbox placement challenges

Identifying best practice for managing campaign delivery before and after sending an email

### **5. Use email tests, metrics, statistics, and best practices to report on and optimise an email marketing campaign by:**

Using A/B testing and best practices to enhance an email marketing campaign

Differentiating between key metrics for measuring email campaign performance

Recognising the ways to optimize email campaigns for mobile and click rates

Minimising emails bounce rates and unsubscribes

### **6. Explore the techniques, process and value of using marketing automation by:**

Identifying the benefits of using marketing automation tools

Differentiating between the key building blocks of a marketing automation process



Excellent



To future students, the Learning People are really wonderful. They helped me every step of the way with real experts in my chosen field. I couldn't recommend them enough.

**Maria Knight-Pacheco**



## 9. Analytics

This module will teach you the basic concepts of using analytics in digital marketing. From initial set-up to understanding reports, you will learn how to analyse statistics to gain an understanding of the behavior of visitors and the performance of your website and campaigns. Upon completion of this module, you will be able to:

**1. Recognise the fundamentals of web analytics that enable a digital marketer to draw actionable conclusions from data collected through a website or marketing channel by:**

Recognising the types of insights that web analytics can provide for digital marketers

Recognising the value and benefits of using web analytics

Identifying web analytics tools for collecting, measuring and analyzing data

Recognising the key dependencies for an effective measurement plan

**2. Create a Google Analytics account, integrated with your website, to glean insights about your website traffic and audience by:**

Identifying the technical elements that enable analytics tools to track and identify traffic sources and web behavior

Recognising the benefits and limitations of Google Analytics

Setting up a Google Analytics account with tracking tags added to a website

Recognising the purpose of the key settings and navigational functions in Google Analytics

### **3. Set goals for a business and website, and know how web analytics tools are used to help measure these goals by:**

Identifying the different goals in Google Analytics

Recognizing the importance of setting goals in a web analytics account before conducting a website or marketing campaign analysis

Sequence the steps in the process for setting up goals using Google Analytics

Using Google Analytics with other tools to generate deeper insights into campaign performance

### **4. Differentiate between the reporting features available for monitoring a digital marketing campaign by:**

Identifying the types of campaign insights provided by the key reports in Google Analytics

Identifying the types of user insights available from Audience reports in Google Analytics

Using Acquisition reports in Google Analytics to derive insights from the sources of traffic to a website

Improving content and user experience on a website using behavior reports in Google Analytics

Recognising the types of insights available from Conversion reports in Google Analytics

### **5. Carry out an analysis and iteration of your digital marketing campaign by gleaning insights from conversions, reporting and reviewing your KPIs by:**

Following best practice by aligning analytics goals with business KPIs

Recognising the benefits of developing a target audience profile using Google Analytics

Optimising the performance of content using insights from the behavior reports in Google Analytics

Optimising the technical performance of a website using insights from behavior reports in Google Analytics

Using Google Analytics to assess and optimise conversion channels and the overall customer journey for a website





# 10. Digital Strategy

This module uses the PROPEL planning model to teach you, in a step-by-step fashion, how to design complex, long-term digital marketing strategies that service both marketing and commercial objectives. Upon completion of this module you will be able to:

**1. Identify the core components of a digital marketing strategy and the benefits of using a model to develop successful digital campaigns by:**

Distinguishing between the core elements of a digital marketing strategy

Recognising the role of the stages in the PROPEL model for developing an effective digital marketing strategy

**2. Establish the foundations of a digital marketing strategy by identifying requirements, budgets and ownership by:**

Identifying the key tasks and activities associated with the Plan phase during the development of a digital marketing strategy

Differentiating between common business objectives driving a strategy in order to set realistic expectations for a digital marketing campaign

Identifying the primary metrics used to measure the success and ROI of digital activities

Identifying the factors to analyse during a digital audit of an organisation's digital marketing activities

Using a resource map to identify gaps in the resourcing required to develop a digital marketing strategy

Recognising the factors to consider and best practices when developing an effective



### **3. Use owned, accessed, desk, audience, competitor and social listening research to create a how-to guide for all digital marketing activities by:**

Identifying the key tasks and activities associated with the Research phase during the development of a digital marketing strategy

Recognising the value of a research map when developing a digital marketing strategy

Differentiating between strong research and potentially false reports

Distinguishing between owned, accessed and desk research

Distinguishing between the insights and benefits gained from undertaking audience and competitor research

Using best practice to implement a social listening study

Identifying the appropriate structure for a brief that will act as a series of instructions for the execution of a digital marketing strategy

### **4. Set objectives to establish clear and measurable KPIs by:**

Identifying the key activities associated with the Objective phase during the development of a digital marketing strategy

Recognising the characteristics associated with the three levels of success in an organization

Using success outcomes to establish the KPIs best suited to a specific digital marketing campaign

Recognising the benefit of regular performance reviews to maintain standards and identify improvements

Identifying the key components in a timeline and phasing plan

## **5. Prepare a strategic plan that incorporates overarching content, search and creative strategies by:**

Identifying the key tasks and activities associated with the Prepare phase during the development of a digital marketing strategy

Identifying the key factors influencing a Search Marketing and Display Advertising strategy

Recognising the key elements required to develop an effective content strategy

Choosing the most appropriate assets and formats to maximize creative across social media platforms

Identifying the core components of a connection strategy  
Identifying the key components of a strategic plan

## **6. Develop a media plan and execute your digital marketing strategy by:**

Identifying the key tasks and activities associated with the Execute phase during the development of a digital marketing strategy

Identifying the key elements in a launch plan to effectively manage digital channels

Recognising how to build a media plan to monitor ad budgets and track expenditure

Recognising the success indicators that can be identified as a result of monitoring performance and mapping digital media tactics to wider media activities

## **7. Consistently improve performance and gain insight through performance data analysis and team work by:**

Identifying the key tasks and activities associated with the Learn phase during the development of a digital marketing strategy

Identifying the key areas of digital that should be observed to assess long-term performance and strategic decision-making

Recognising how to incorporate baked-in measurement into digital marketing activities before going live

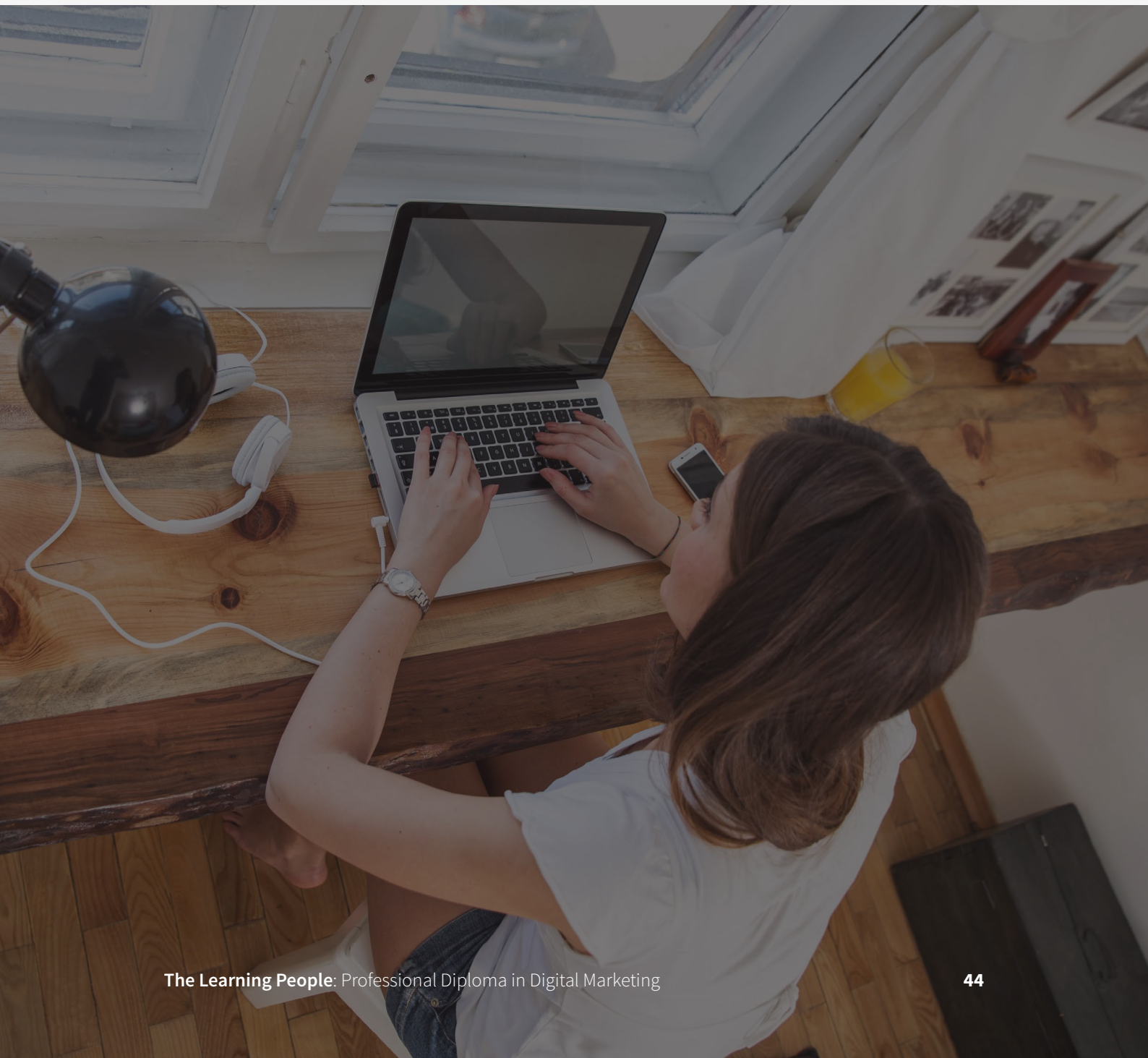
Identifying the actions that should be implemented to keep up-to-date with digital marketing trends

## Summary

On successful completion of this course you will be a Certified Digital Marketing Professional. This course will introduce you to the most relevant and transformative aspects of digital marketing, which are delivered by industry leading experts.

Our specialist product team work closely with leading industry experts to create, review and update the certification learning outcomes on a regular basis. This ensures that what you learn is instantly applicable to any role and aligned to the needs of the industry.

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





A close-up, side-profile shot of a man with a beard and glasses, wearing white earbuds. He is looking down at a tablet computer he is holding with his right hand. The background is blurred, showing what appears to be a desk or workspace. The overall tone is professional and focused.

“

We're here when you need us.  
Ask us anything and we'll make sure we find you the answer

**Toby, StudentCare™**



# Connect with us

**facebook**

learningpeople

**twitter**

@tlp\_tweets

**instagram**

learningpeople

**linkedin**

learning people

# Frequently asked questions

## 1 Where do I take the training?

---

All of our training is completed online, via learning portals, this means you have round the clock access to training no matter where you are.

## 2 When can I get started?

---

Once you have enrolled onto a course, our **StudentCare™** team will issue you with your login details and ensure that you can access the training fully, showing you around the system through a virtual orientation and chat over the phone.

They provide you with support every step of the way, so please do not hesitate to contact us with any questions or concerns that you may have.

## 3 Can I use a Mac?

---

Yes, our learning platform is **Mac, Linux** and **PC** friendly.

If you have any questions on setup, our **StudentCare™** team are more than happy to help.

## 4 Does certification guarantee me a job?

---

We can't guarantee you will get a job after gaining a certification - no reputable training company would.

However, we can guarantee that certification opens doors to interviews, giving you opportunities to stand out from the crowd which you might otherwise have missed out on.

Students of the Learning People have been offered employment on the fact - on top of their interview performance - that they were currently studying for certification and gaining the necessary skills for the job.

## Locations

### HQ

**Ireland:** Learning People (IRE) Ltd, 8-9 Westmoreland St, Dublin 2, Ireland

### Branches

**United Kingdom:** Learning People, The Agora, Ellen street, Brighton, BN3 3LN, UK

**Australasia:** Learning People, Bondi Junction, Sydney, NSW, 2022, Australia

**Contact one of our expert learning consultants**

0800 0141 311 | 01273 907 919

[www.learningpeople.co.uk](http://www.learningpeople.co.uk)

[enquiries@learningpeople.co.uk](mailto:enquiries@learningpeople.co.uk)