Professional Diploma In Digital Marketing
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Professional Diploma in Digital Marketing

LIFTED COMPETENCE offers in cooperation with the international Digital Marketing Institute, the diploma program "Professional Diploma in Digital Marketing". The program is offered in more than 40 countries and is accredited by Scottish Credit and Qualifications Framework level 8. Several thousand participants have completed the program.

The training material is developed by leading experts such as Facebook, Ogilvy, Google, iProspect and Microsoft. The material is validated by European Committee of Standardization. The curriculum is revised and updated four times annually, to ensure the students the latest knowledge in digital marketing. The teaching material is in English.

The communication will be in Danish, by local experts with several years of hands-on experience. The teachers are certified in digital marketing at Digital Marketing Institute.

LIFTED COMPETENCE aims to upgrade business skills based on the needs of the future.

Want to know more
You may keep you updated on our site, here is also the possibility to register for our newsletter and education.

Watch a referential video with Philip McCabe, Country Brand Leader from Nestlé.

Questions
For questions regarding the program you can contact the Consultant Tuna Baysal, e-mail: tb@lifted.dk
Module 1: Introduction to Digital Marketing

The Introduction to Digital Marketing module enables you to harness the power of Digital Marketing as a core driver of the marketing strategy for your organisation.

You will understand the foundation principles of Digital Marketing, and be able to distinguish how it differs from traditional marketing.

This module will also introduce you to the Digital Marketing Institute Methodology, an iterative framework that outlines the foundation tenets of Digital Marketing and the visual scheme that provides the basis for implementation of the different channels.

Topics covered in the Introduction to Digital Marketing Module include:

The Digital Marketing Institute Method
- Definition of the DMI Method
- Principles
- Our Tools
- The DMI Framework
- The DMI Quality Scale

Digital Marketing
- Key Concepts of Digital Marketing
- Traditional v. Digital Marketing
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implication of Digital Marketing
- Market Research v. Market Reality
Module 2: Search Engine Marketing (SEO)

The Search Engine Optimisation module examines the various tactics for enhancing your website’s position and ranking with search engines.

The module covers the key concepts and terminology used within the field of SEO and equips marketing professionals with the technical know-how, understanding and insight to build and maintain an effective SEO strategy.

You will learn about the range of specialist tools that are available to help common search engines find, view and rate websites. With this in mind, you will learn about on-page optimisation techniques and understand the process of effective keyword research and selection.

You will understand the importance of content updates and will learn about applying appropriate meta tags in order to drive site optimisation. Students will understand the concept of ranking and be able to perform a range of off-page optimisation activities to improve your site ranking and positioning, such as link building.

At the end of this module, you will be able to monitor and manage your SEO activity by setting a baseline and regularly measuring activity against expectation. You will also be aware of data protection and privacy issues associated with SEO.

Topics covered in the Search Engine Optimisation Module include:

- Key SEO Concepts
- Search Results & Position
- Benefits of Search Position
- Stakeholders in Search
- Mechanics of Search
- On-Page Optimisation
- The SEO Process
- Customer Insights
- Analysis & Review
- Keyword Research & Selection
- Content Updates & Layout
- Meta Tags
- SEO Site Map
- SEO Webmaster Tools
Module 3: Search Engine Marketing (PPC)
The Pay Per Click module demonstrates how to implement and manage search advertising campaigns. Lectures will cover the key concepts and terminology used within the field of PPC and will equip you with the technical understanding and skills to build and maintain an effective PPC strategy.

You will understand the fundamentals of search engine marketing and appreciate the mechanics of how PPC systems function. Students will develop advanced keyword research and selection skills and learn how to apply these to Adwords campaigns.

You will be able to analyse current Search Marketing activity and target your campaign to key audience groups in order to enhance and improve click through rates. You will recognise the features of strong ad copy, and develop your skills in writing compelling ads.

Learn how to set and manage budgets for Adwords campaigns, and measure and analyse their effectiveness by exporting detailed campaign management reports in order to see how they align with established baseline expectations. You will also be aware of relevant data protection and privacy issues associated with PPC.

Topics covered in the Pay Per Click Advertising Module include:

- Key PPC Concepts
- Strengths of Pay Per Click
- Keyword Research
- Google PPC
- Research Tools
- Search Campaign Process
- Keyword Selection
- Ad Copy
Module 4: Email Marketing

The Email Marketing module covers industry best practices for creating and delivering effective email marketing campaigns.

The module covers the four foundational aspects of email marketing: Subscriber Management, Email Design, Delivery and Reporting. You will learn how to develop and manage a subscriber database, and become familiar with the features within third party email systems and solutions.

You will be able to plan a marketing segmentation strategy for your target audience and recognise what makes for good email design in terms of user centric content, coherent layout and an attractive design.

Students will understand what split testing entails, and will be able to use key metrics to report on the effectiveness of your email marketing campaigns, including open rates, click-through rates, unsubscribes and bounces.

You will be able to monitor and evaluate email marketing analytics, and be aware of data protection and privacy issues associated with email marketing.

Topics covered in the Email Marketing Module include:
- Key Email Marketing Concepts
- Campaign Process
- Online Data Capture
- Offline Data Capture
- Segmentation
- Email Design
- User Behaviour
- User Characteristics
- Email Copy
- Email Structure
- Email Delivery
- Email Systems
- Filtering
- Scheduling
- Measurement
- Key Terms & Metrics
- Split Testing
- Laws & Guidelines
Module 5: Digital Display Advertising

The Digital Display Advertising module equips you with the skills and knowledge to implement and manage effective digital display campaigns.

The module covers the core concepts and terminology associated with digital display advertising, and explores what is involved in developing and managing effective ad campaigns.

You will develop a comprehensive understanding of the creation and deployment of digital display advertising, learning about the wide range of ad display formats and how to select the most appropriate ad format for your campaign target audience.

You will be able to develop clear campaign objectives and measure and optimise your campaign based on firm results analysis. Students will be able to research and use a range of campaign publishers, and know what pricing metrics such as CPM, CPC, CPL and CPA entail commercially.

You will also learn how to use the standard Digital Media Planning Process to obtain the best possible return on your digital display advertising efforts.

Topics covered in the Digital Display Advertising Module include:

- Key Digital Display Concepts
- Benefits of Digital Display
- Challenges of Digital Display
- Business Value
- Running Effective Ads
- Ad Formats
- Ad Features
- Ad Display Frequency
- Campaign Planning
- Campaign Steps
- Target Audience
- Campaign Objectives
- Campaign Budget
- Creative Formats
Module 6: Social Media Marketing (Part 1)

The first Social Media Marketing module enables you to effectively engage with customers across a diverse range of social media platforms.

You will appreciate the emerging trends in the social media space and the opportunity afforded by the ‘always connected’ social consumer. You will recognise the suitability of different social platforms for your aims and objectives, and appreciate the challenges of social media.

You will be able to select and prioritise different goals for your organisation, your customers and your products and services, as well as recognise the different social media communication styles that apply to different audiences.

This module covers the key concepts and terminology used in social media, and you will be able to configure social media accounts across Facebook, Twitter, LinkedIn, YouTube and Google +, as well as learning about the new emergent social platforms.

Understand how to implement appropriate privacy settings across your social media, and develop profiles that engage across a range of social media platforms.

Topics covered in the Social Media Marketing (Part 1) Module include:

- Key Social Media Concepts
- Social Media Goals
- Setting Goals & Priorities
- Facebook Set Up
- Facebook Privacy
- Facebook Business Page
- Twitter Set Up
- Twitter Profile
Module 7: Social Media Marketing (Part 2)

The second Social Media Marketing module explores how to implement social advertising features to build and sustain relationships with customers.

You will appreciate the challenges of implementing an effective Social Media strategy for your business, with a focus on the importance of listening as the critical starting point.

Addressing social media platforms such as Facebook, Twitter and LinkedIn, you will learn how to use advanced features such as Events, Groups, Promotions, Offers and Jobs. You will also be able to implement social plug-ins and integrate third party applications, such as ecommerce.

Learn how to set suitable goals for your chosen social media platforms, and create and manage your campaigns to budget and schedule.

You will be able to accurately measure the effectiveness of your social media campaigns using analytics, and be able to evaluate information about budgetary spend against baseline expectations.

Lastly, you will be aware of privacy and data protection issues associated with social media
Topics covered in the Social Media Marketing (Part 2) Module include:

- Implementing Social
- New Social Challenges
- Listening First
- The Quality Scale
- Facebook
- Landing Page
- Facebook Promotions
- Facebook Offers
- Facebook Events
- Promote an Event
- Event Follow-up
- Facebook Places
- Facebook Advertising
- Sponsored Stories
- Goals & Targeting
- Scheduling & Delivery
- Facebook Platform
- Apps & Plug-ins
- Facebook Groups
- Page Insights
- LinkedIn Groups
- LinkedIn Job Search
- LinkedIn Advertising
- Promoted Tweets
- Promoted Twitter Accounts
- KPI Measures
- Analytics
- Third Party Apps
- Reporting
- Law & Guidelines

Module 8: Mobile Marketing

The Mobile Marketing module focuses on utilising the power of mobile technologies as a way to access increasingly mobile consumers.

You will understand emergent trends within the mobile space, and recognise the new opportunity afforded by “always on” mobile devices when interacting with specific audiences based on
This module covers the key concepts and terminology used within the field of mobile marketing and will equip you with the technical knowledge and skills to build and maintain an effective mobile marketing strategy.

Learn how to run effective SMS campaigns and explore technologies such as NFC, Mobile Sites, Apps and Bluetooth. You will recognise the importance of suitable campaign messaging, and the need to validate marketing activity with campaign trials, review and ongoing analytics measurement.

Apply our six step process for designing and developing effective Mobile Apps and understand how mobile marketing integrates with the latest advances in social media marketing. The module also covers data protection and privacy issues associated with mobile marketing.

Topics covered in the Mobile Marketing Module include:

- Key Mobile Marketing Concepts
- Trends in Mobile
- Opportunities & Risks
- Mobile Devices
- SMS Content
- SMS Strategy
- Mobile Advertising
- Mobile Optimised Websites
- Mobile Apps
- Attributes of Effective Apps
- DMI 6 Steps Process for Mobile Apps
- Proximity Marketing
- Bluetooth
- QR Codes
- Mobile Coupons & Ticketing
- Implementation
- Strategic Steps
- Marketing Goals
- Review & Testing
- Key Trends
- Social Media Channels
- Law & Guidelines
Module 9: Analytics

The Analytics module enables you to fully measure, monitor and optimise your Digital Marketing activities.

You will learn how to build an online reporting structure for your business, and learn about the range of specialist tools that are available to help you understand how to measure and monitor online traffic.

You will understand the rationale and business benefits of adopting a formal analytics programme, and learn how to set up accounts, profiles and permissions to apply analytics tracking across your websites.

Discover how to align business KPIs with your analytics goal configuration, and utilise the features of Google Analytics to develop a detailed profile of your target audience’s location, demographics, technology, devices, interests and more.

Learn how to assess the effectiveness of your website’s technical performance and download speed, and how to measure levels of user engagement and conversion by tracking activities such as downloads, video views, purchases and registrations etc.

Create and schedule customised reports and explore the real time and intelligence reporting capabilities of Google Analytics. As with the other modules, you will also be aware of data protection and privacy issues associated with website analytics.

*Topics covered in the Analytics Module include:*

- Key Analytics Concepts
- Goal Set-up
- Account Set-up
- Analytics Code
- Analytics Profiles
- Goal Configuration & Funnels
- Audience
- Dashboard
- Technology
- Advertising
- Adwords Campaigns
- Traffic Sources
- Scheduling & Delivery
- Bounce Rate
- Site Speed
- Site Search
- Events
- Conversions
- eCommerce
Module 10: Strategy & Planning

The Strategy and Planning module provides a structured approach for bringing together all the strands of the Professional Diploma in Digital Marketing, to create a coherent Digital Marketing Plan.

This module is based on the Digital Marketing Institute Methodology, which incorporates a nine-step process based on three distinct parts. Part one includes a situation analysis exercise, a formal information gathering process, and an audience definition exercise.

Part two develops a set of clear and meaningful objectives for the Digital Marketing Plan. Appropriate tools are selected on the basis of the anticipated audience(s), and objectives and budget are set based on the channels detailed within the Digital Marketing Institute Framework.

An action plan is developed to provide a coherent project structure, including milestones, deliverables and resources. Part three of the Digital Marketing Institute Methodology emphasises the importance of an iterative process of monitoring, analysis and enhancement based on performance.

The Strategy and Planning module provides you with the skills to create a formal Digital Marketing plan for your organisation, which will allow you to implement a successful and effective Digital Marketing strategy.

Topics covered in the Strategy & Planning Module include:

- Key Strategy & Planning Concepts
- First Steps
- Planning
- Situation Analysis
- Information Gathering
- Target Audience

- Setting Objectives
- Appropriate Tools
- Action Plan
- Setting the Budget
- Measurement
- Iteration & Enhancement
- Laws & Guidelines