



Certified Digital Marketing Specialist - Strategy & Planning

Align your skills with the needs of industry



www.schoolofexcellence.co.za



digitalmarketinginstitute.com

Validated by the Industry Advisory Council comprised of members from:





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Welcome

Digital technologies have changed the way we work, live and communicate. We know this huge shift can pose challenges for your current role. We know that advancing and progressing your future career is important to you.

Strategy and planning are key to digital marketing. A measured and well-considered strategy along with a coherent plan for your organizations can dramatically reduce spend and increase value from your marketing.

That's why we have designed a specialist 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.

Become a leader in your industry by becoming a certified digital strategy and planning specialist.

Your digital future awaits.

'Just 61% of marketing professionals believe their marketing strategy is effective'

- HubSpot



The Digital Marketing Institute sets the global standard in digital marketing and selling certification. We have certified more professionals to a single digital education standard than any other certification body.



We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.

Our Institute-based certification programs are credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF) and corresponds to Level 5 on the European Qualifications Framework (EQF). Validation of our programs with the SQA provides a secondary level of quality assurance. Students are not registered nor certified by the SQA as part of their program. SQA validation and certification does not transfer to partner programs.





Our **Certified** Professionals are Thriving

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

Microsoft

facebook

ebay

Google



LinkedIn



unicef

Symantec



HubSpot



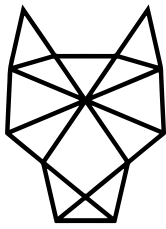
BRITISH
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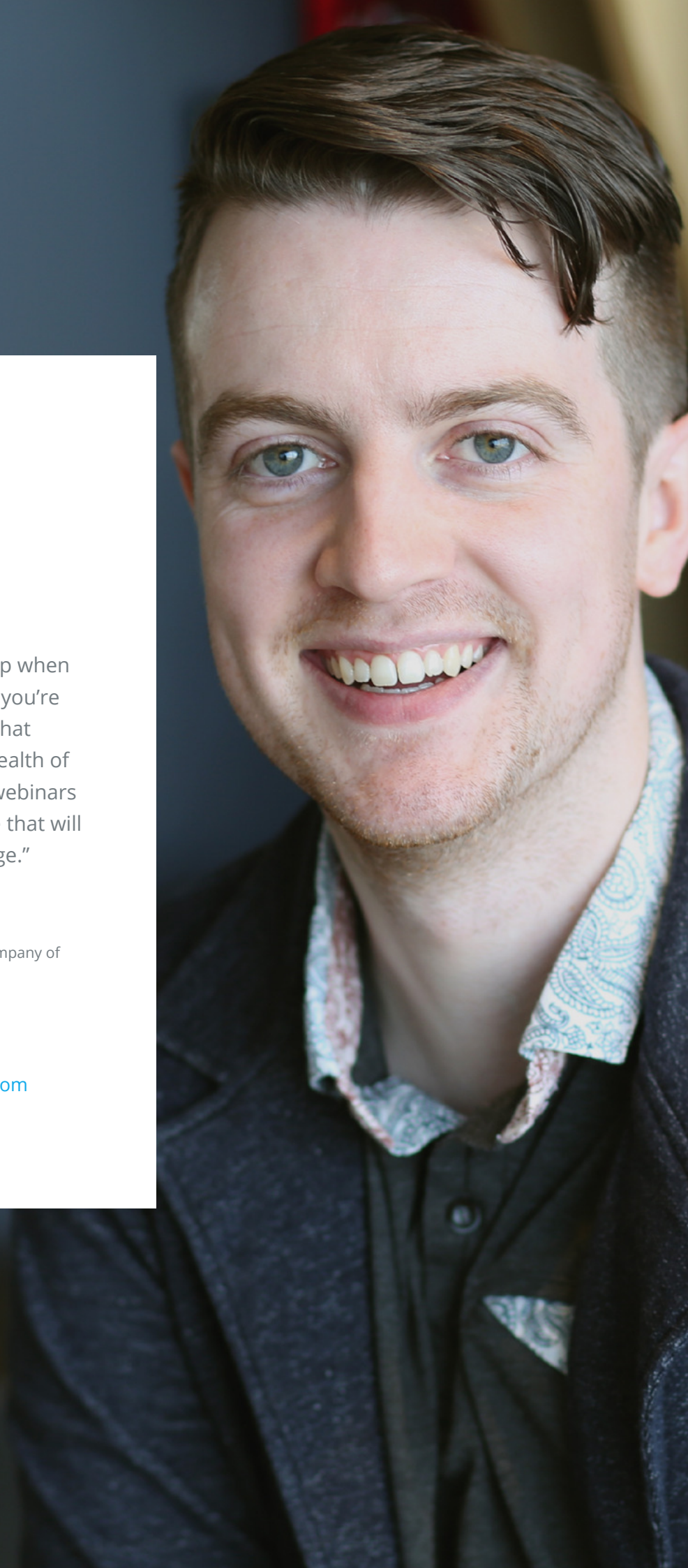


“The learning doesn’t stop when you leave the lectures. If you’re truly passionate about what you’re doing there is a wealth of podcasts, blogs, books, webinars and other content online that will help grow your knowledge.”

Gavin O’Leary

Community Manager at In the Company of Huskies

Read Gavin’s story at digitalmarketinginstitute.com





Program Overview

Who is this program for?

A specialist certification, this program is aimed at anyone involved with planning a digital strategy for their organization, or who is likely to be involved in this area in the future and would like a comprehensive understanding of the field.

What can you expect?

The certification introduces participants to digital communications, and helps them to develop a measured and well-considered strategy and coherent plan for their organization, that will stand up to the rigour and scrutiny of board-level decision making.

What will you learn?

You will gain a solid understanding of the theory and practical application of digital strategy, allowing you to implement a powerful marketing mix that sustains customer engagement and increases sales. This specialist certification will enable you to consolidate the essential skills necessary to create well-measured digital strategies that convert.



Program Content

Earning a strategy and planning certification will help you focus on the planning, implementation and measurement of your digital marketing efforts.

There are nine modules in the specialist certification:

1. Introduction to Strategy and Planning
2. Traditional Communications
3. Digital Communications
4. Digital Channels
5. Social Customer Service
6. Budget & Resourcing
7. Big Data & Analytics
8. Digital Leadership
9. Strategy Formulation & Plan



MODULE 1

Introduction to Strategy and Planning

This module will introduce you to the Digital Marketing Institute's 3i methodology and framework, which will enable you to plan and develop an effective strategy for your organization. You will learn how to address the complexities of planning and become familiar with the concept of strategic management and reporting.

What you'll learn

- Gain a well-grounded foundation in the key aspects of digital marketing
- Clearly differentiate between the different types of digital strategy and learn how to maintain it in the long-term
- Identify and define your unique business value proposition

MODULE 2

Traditional Comms

This module looks at communications before digital marketing became widespread and how it has evolved over the years. You will explore the strengths of traditional methods of communications, as well as realizing that there are limitations. It will help you understand how to respond to a range of different illustrations and how digital communications can be integrated with traditional approaches.

What you'll learn

- Recognize traditional marketing and communication models and challenges
- Research, analyze and map your communications and business plan objectives
- Understand the difficulty associated with effective customer targeting and measurement of traditional campaigns



MODULE 3

Digital Comms

This module will introduce you to the concept of digital communications and how to use them to engage with an audience. You will also become familiar with the tools and timelines associated with a digital campaign and PR activities.

What you'll learn

- Clear understanding of digital channels, the advantages and disadvantages to each, and their suitability to your digital marketing efforts
- Understand the tools and timelines involved in a digital campaign and PR activities
- Recognize how marketing automation tools and platforms can help to save time, optimize limited resources and improve the ROI on an investment

MODULE 4

Digital Channels

The Digital Channels module will introduce you to the value, characteristics and suitability of social media platforms and contextualize the digital landscape, including Search Marketing (SEO), Email Marketing, Digital Display Advertising, Mobile Marketing, and Social Media Marketing.

What you'll learn

- Differentiate between digital channels and their suitability for achieving specific communication goals
- Create, implement and measure influential email marketing campaigns that capture attention and generate leads
- Contextualize the different social media platforms within the digital marketing landscape
- Identify and utilize various mobile marketing tactics for campaign success



MODULE 5

Social Customer Service

The Social Customer Service module looks at using social media as a customer service channel, peer-to-peer communities and how what is happening online is critically important to businesses.

What you'll learn

- Identify challenges and tactical approaches required for social crisis management
- Develop social networks and understand how to sustain customer engagement within your online presence
- Strategize, build, measure and scale an enterprise-level social customer service operation

MODULE 6

Budget & Resourcing

The Budget & Resourcing module looks at the crucial aspects of planning and maintaining a budget in your digital marketing strategy.

On completion of this module you will be familiar with the key areas to consider when creating a budget for digital activities and understand the range of documentation required.

What you'll learn

- Recognize the importance of budgeting and the factors to consider when setting a budget
- Identify the key areas to keep in mind when creating a digital marketing budget including personnel, technology, training and processes
- Explore the new roles that now exist following the growth of digital media and learn how to budget for them



MODULE 7

Big Data & Analytics

The Big Data & Analytics module will provide you with a broad understanding of Big Data, Advanced Analytics and Artificial Intelligence. You will learn the fundamental frameworks and understand how cutting-edge analytics tools are being used to help businesses succeed.

What you'll learn

- Describe the elements and practices that make up an efficient analytics approach and the main considerations when constructing a formal analytics program for your business
- Identify the key concepts of big data, automated data-driven decision-making and AI
- Plan data-driven strategies to develop new insights about your customers, processes and their behaviors

MODULE 8

Digital Leadership

The Digital Leadership module will guide you as you transition from a traditional to a digital strategy and empower you to mentor, coach and lead your team in their digital marketing activities.

What you'll learn

- Bridge the gap between marketing and sales and empower your colleagues to leverage their networks and build relationships that accelerate your business
- Act as a social leader, building and maintaining awareness of your digital strategy and implementing effective communication strategies to keep employees motivated and accountable for their individual digital strategies
- Measure the ROI of digital and align it to the overall goals of your organization



MODULE 9

Strategy Formulation & Plan

The Strategy Formulation and Plan module will provide a structured conclusion to bring together all the strands of the Digital Strategy and Planning Program. It introduces you to methodologies for utilizing a SWOT Analysis to develop SMART objectives and create a coherent strategic plan for your organization.

What you'll learn

- Carry out a situation analysis of competitor activities, current activities and internal capabilities
- Identify the structure of a digital marketing strategy and the documentation required
- Analyze and measure your success against clearly defined KPIs and optimize your digital strategy for maximum ROI

Program Delivery





How do you earn your certification?

Our global network of approved partners offer our professional certification in digital marketing in a variety of ways:



Instructor led

This ensures you can learn in a classroom-based setting through group workshops or lectures from experts with both theoretical and real life experience of digital marketing.



Online

You can take advantage of 24/7 access to video lectures, slide presentations, practical exercises and interactive quizzes at your own pace. A supportive student network is also available to tap into as and when required.



Blended

A mixture of instructor-led and online, this enables you to combine the way you learn through web-based learning with traditional classroom methods.

Whatever way you decide to learn, our network of partners will help you become skilled and certified in the realm of digital marketing.



Program Assessment

Certification is achieved by the successful completion of a computer based examination. The exam is designed to measure individuals' knowledge and digital strategy & planning proficiency following their completion of the program.

The **3 hour exam** consists of a range of question formats including multiple choice and hot spot questions. There are no text based/written answers.

We partner with the Pearson Vue global network of test centres to deliver our exams in a quality examination environment.

Pearson Vue have over 5,200 test centres in 180 countries making the Digital Marketing Institute exams internationally accessible.

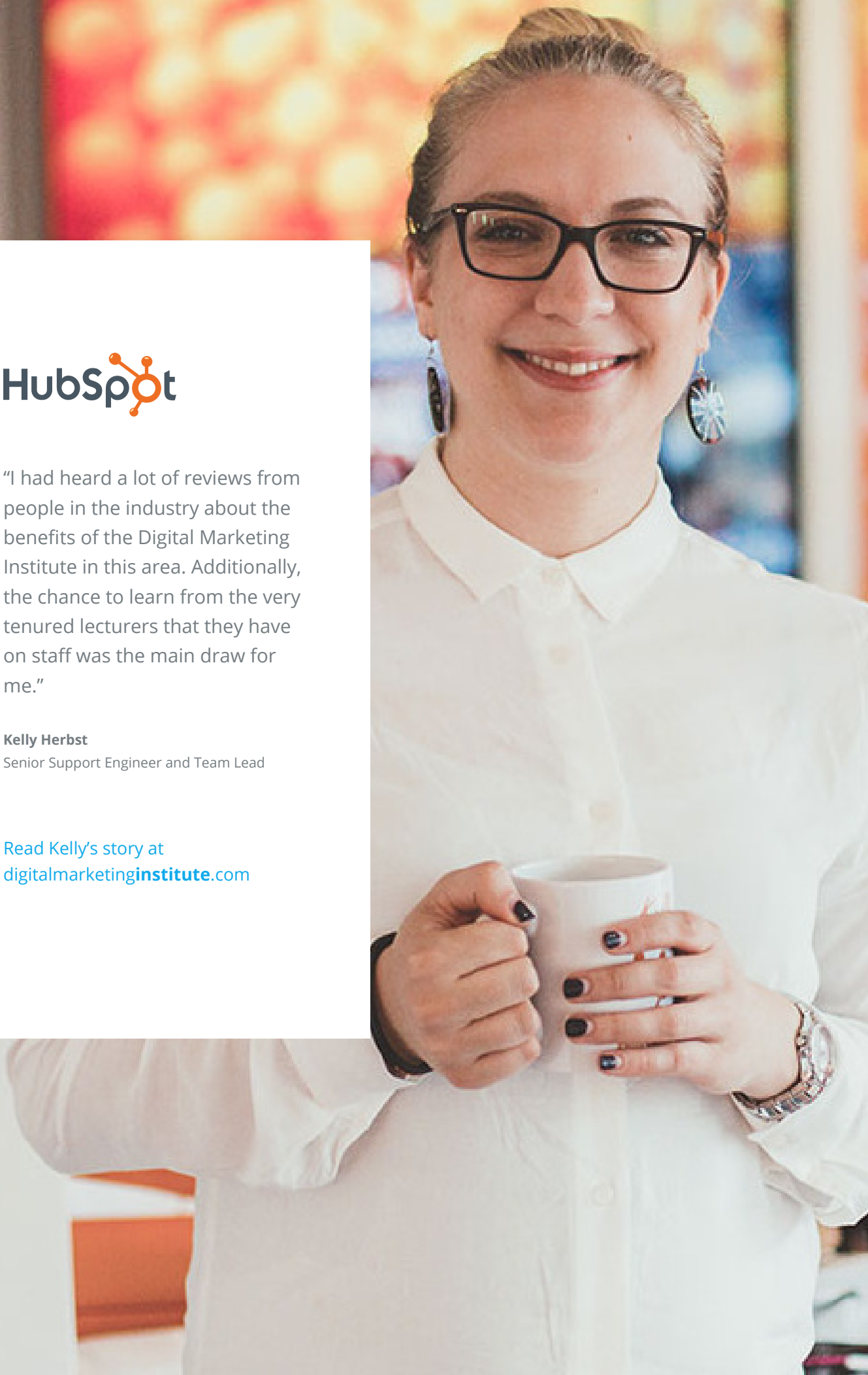


"I had heard a lot of reviews from people in the industry about the benefits of the Digital Marketing Institute in this area. Additionally, the chance to learn from the very tenured lecturers that they have on staff was the main draw for me."

Kelly Herbst

Senior Support Engineer and Team Lead

Read Kelly's story at digitalmarketinginstitute.com

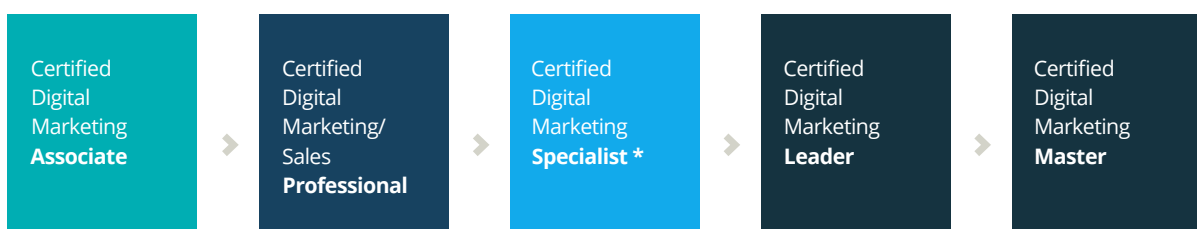





Certification Roadmap

As the leading global certification body in digital marketing, the Digital Marketing Institute provides professionals with a roadmap that can transform and drive their careers. The aim of our suite of certifications is to enable professionals - at all stages of their career - to learn relevant and industry aligned skills that can be applied to any role to drive career success.

From understanding the essential fundamentals of digital marketing, professionals can progress to learning more specialist skills in areas such as search and social media. For professionals looking to move onto a leadership role or become an expert in digital marketing, our Leader and Master are the ideal certifications to excel in the industry.



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



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

Alumni Survey 2016

Subject Matter Experts

Delivered by industry leading experts, this certification program will introduce you to the most relevant and transformative aspects of digital marketing.

Our specialist product team work closely with 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 industry.

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



Industry Advisory Council (IAC)



The 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 graduates of the Digital Marketing Institute have 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.

Validated by the Industry Advisory Council. Including members from:





Global Partners

Digital Marketing Institute **certifications** are available through our global network of partners.

Approved and trained by us, our partners are licensed to deliver our certification programs across the U.S., Europe, Asia, Africa, Middle East and Latin America. With subject matter experts trained by the Digital Marketing Institute, our global network of partners bring local knowledge to local markets to make earning your certification as rewarding as possible.



digitalmarketinginstitute.com

setting the standard



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