



Certified Digital Marketing Specialist in Strategy & Planning

Align your skills with the needs of industry



velsoft.com/institute-digital-marketing



digitalmarketinginstitute.com

Validated by the Industry Advisory Council comprised of members from:



Content

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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 organization can dramatically reduce spend and increase value from your marketing.

That's why we have designed a specialist certification in strategy and planning 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 Institute of Digital Marketing sets the global standard in digital marketing and selling.

We provide a certification program that is designed by experts, to create experts. Become a leader in your industry by becoming a certified digital strategy and planning specialist.

Your digital future awaits.

'Digital marketing spend is forecast to reach \$306 billion worldwide by 2020'

- Forrester

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



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

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

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



Our **Certified** Professionals are Thriving

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

Microsoft

facebook

ebay

Google



LinkedIn



unicef



Symantec



HubSpot



BRITISH
AIRWAYS

NOKIA



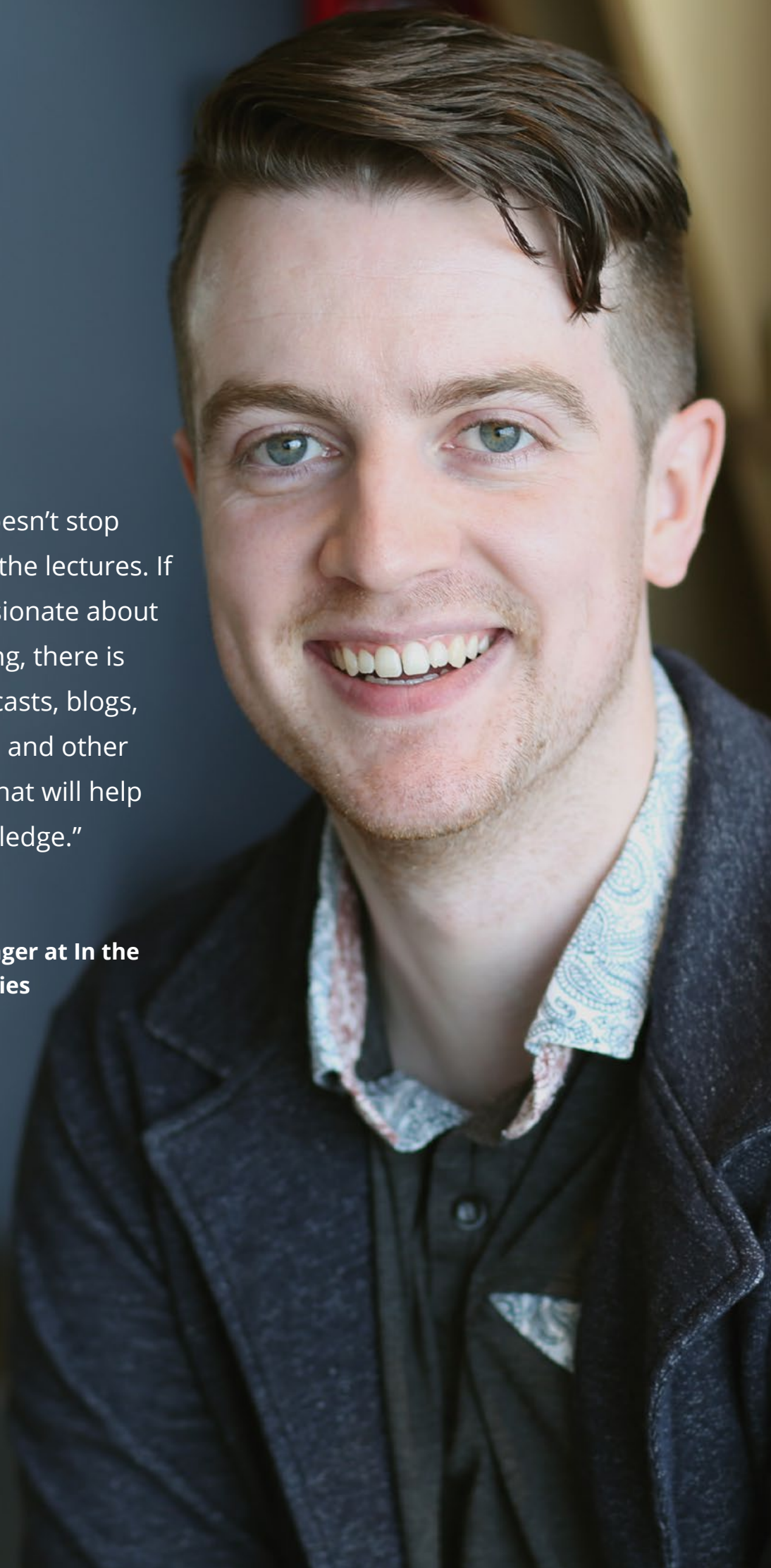
accenture

citibank



“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



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 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 comprehensive understanding of all aspects of digital strategy and planning including budgeting, personnel selection, analytics, reputation management and social customer service.

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 ten modules in the specialist certification:

1. Introduction to Strategy and Planning
2. Traditional Communications
3. Digital Communications
4. Digital Display Advertising
5. Social Customer Service
6. Budget
7. Personnel
8. Risks and Reputations
9. Analytics
10. Strategy Formulation and Plan

MODULE 1

Introduction to Strategy & Planning

This module introduces you to digital communication and ways to develop a measured and well-considered strategy for your digital marketing needs.

Digital communications are driving the agenda for organizations and the purpose of this module is to introduce you to and contextualise the digital landscape. Aspects covered include search engine optimisation, pay-per-click advertising, email marketing, search marketing, mobile marketing and more.

The aim of this module is to give you a well-grounded foundation in the key aspects to digital marketing.

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. You will be taught about how traditional communication is generalized in its approach to customers.

You will learn that in traditional communications it is frequently difficult to measure effectiveness, and customer targeting can be problematic.

Upon completion of this module, you will be acutely aware of how digital and traditional forms of communication can be integrated to produce the best possible marketing campaign for your organization.

MODULE 3

Digital Comms

The Digital Communications module will teach you about the digital approach to audience engagement.

The module is taught with an acute awareness of the importance of remaining customer-focused. On completion, you will have a solid understanding of how digital communications is a discipline that is highly personalized and that you need to tailor your approach to your customers.

You will also understand that digital communications is measurable and affords you the opportunity to analyze and develop your digital marketing strategy as it evolves.

MODULE 4

Digital Channels

There are several channels available to any person looking at developing a digital marketing campaign.

The Digital Channels module looks at each of these channels and the advantages and disadvantages to each, along with their suitability to your digital marketing efforts. You will learn about search engine optimisation (SEO) and pay-per-click advertising (PPC). Other key digital channels that you will examine include email marketing and digital display advertising.

You will also learn about social media marketing and the various avenues within this, including Facebook, Twitter and LinkedIn. This module will develop your understanding of these concepts so you will have the know-how to implement them in your digital marketing strategies.

MODULE 5

Social Customer Service

This module explores social customer service, peer-to-peer communities and how online technologies can prove critically important to your business.

You will learn about the challenges you may encounter when using social media; from both an organizational and cultural perspective. You will be taught about implementing social networks into your digital marketing strategy and planning and how to sustain customer engagement with your online presence.

You will be taught about Facebook and Twitter for business purposes and how to integrate these methods with traditional communications for your digital marketing needs.

MODULE 6

Budget

This module looks at the crucial aspects of planning and maintaining a budget in your digital marketing strategy.

Budget allocation is the formal indicator from the organization that it is invested in digital communications, and sees the opportunity of digital as a significant potential contributor to the success and ongoing viability of the business.

You will examine some easy to implement digital marketing techniques that are budget-friendly, such as social media. You will be taught about paid channels that you can implement in your digital marketing strategy in order to boost your profile and how they will benefit your strategies and should be considered in your budget. You will also learn that digital communications are supported by strong analytics.

MODULE 7

Personnel

Hiring the right personnel is crucial, as these will be the employees implementing your digital marketing strategies.

The Personnel module looks at the new roles and responsibilities that have emerged in digital marketing and the challenges this creates for the human resources department. The challenges that you may face will include implementing and integrating digital communications into your organization. In this module, you will learn about the range of standards necessary to operate safely and securely in digital communications.

You will also understand about routine monitoring digital communications and social media usage within the organization, in order to mitigate any potential risks, and will understand that it will be necessary to make this known to employees.

MODULE 8

Risks & Reputations

In this module, you will be taught the very latest statistics on local, national and global internet penetration, as well as key digital communication trends in the fields of social media, mobile marketing and search marketing.

You will understand the most important risks, such as identity theft, social engineering, fraud, stalking, sexual harassment, defamation, as well as some computing security risks which include malware and hacking.

On completion of this module, you will be acutely aware of the importance of reputation in digital marketing; both for the company and its brand. You will also become aware of tools and facilities to monitor reputation.

MODULE 9

Analytics

The Analytics module looks at the opportunity for measurement and analysis within digital communications.

You will look at the key terms and concepts associated with analytics, ensuring you have a deep understanding of its terminology. On completion of this module, you will walk away with the knowledge of how analytics can be used to monitor online traffic, customer engagement and satisfaction levels. You will also understand the rationale and business benefits of adopting a formal analytics program.

Above all, you will recognize the Key Performance Indicators (KPIs) associated with the various digital channels and use these KPIs in your analytics.

MODULE 10

Strategy Formulation and Plan

The Strategy Formulation and Plan module brings all of the strands of this specialist certification together and teaches you the best practice for implementing a successful digital marketing strategy.

You will take what you have already learned and put together a coherent and well-considered plan for your organization.

The module is based on the Institute of Digital Marketing methodology, which has three components. Initiate includes a situation analysis based on a formal information gathering process of current digital communications activities.

Iterate expands on what you learn in Part 1 to develop a set of clear and meaningful objectives for various areas, including analytics and Integrate emphasises the importance of ongoing analysis and monitoring of the performance of digital communications in an organization.

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.



Certification Assessment

The assessment is based on a formal computer-based examination that will measure an individual's knowledge and digital marketing proficiency following completion of the program.

The duration of the exam is 180 minutes.

A range of different question formats are used including Text based Multiple Choice; Image-based Multiple Choice, Matching and Hot Spot questions.

Our computer-based examinations are delivered through the Pearson VUE test center network which comprises over 5,200 centers in 180 countries.

We choose to deliver our exams through Pearson VUE as it provides students with a quality, consistent examination, no matter where they are in the world.



pwc

Having seen a huge opportunity in digital marketing with a number of companies that I worked with, I decided that I would like to move my career towards a more focused marketing direction, specifically in digital... This allowed me to improve my prospects and step into a role that allowed me to really progress within the field.

Roisin Milmo

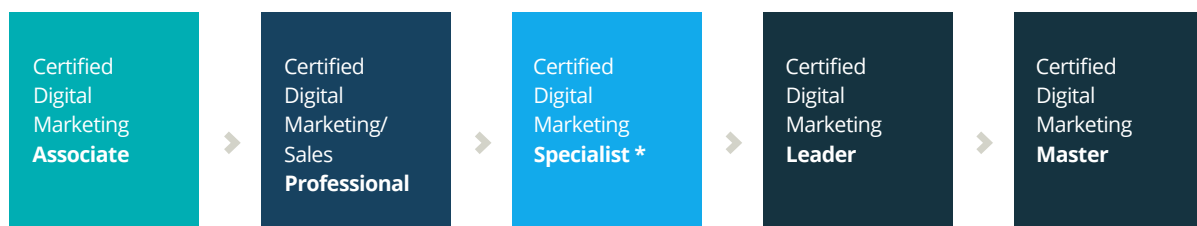
Digital Content Manager at PWC



Certification Roadmap

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

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



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

Grammar

Leads

People

e Storytelling
e Target group
e Secondary +



Subject Matter Experts

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

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

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



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

Alumni Survey 2016

Industry Advisory Council

The Industry Advisory Council, representing the world's largest and most influential digital brands, validates all Institute of Digital Marketing program content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Institute of Digital Marketing have learned the most up to date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Industry Advisory Council works with the Institute of Digital Marketing to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

The Industry Advisory Council includes experts from



facebook

Google

LinkedIn

Microsoft



Global Partners

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

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



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