

Certified Digital Marketing Specialist

Why Attend

- The Certified Digital Marketing Specialist course demonstrates advanced concepts and techniques in digital marketing to participants who have some previous experience in the field of digital marketing. Advanced strategies for social media, influencer, search, video and email marketing are demonstrated; and participants are given the opportunity to implement this knowledge to their own campaigns as the course progresses.

Course Methodology

- The course is highly interactive and hands-on. Participants are given the opportunity to actively work on their own campaigns during the course.

Course Objectives

By the end of the course, participants will be able to:

- Use advanced advertising techniques on social media
- Use advanced advertising features in Google Paid Search and Display Ads
- Create and manage effective video marketing campaigns
- Build engaging newsletters and E-mail marketing campaigns
- Understand CRO (Conversion Rate Optimization) to track and improve conversion rates
- Calculate and optimize key digital marketing metrics along the digital marketing funnel
- Understand and utilize the power of influencer and affiliate marketing

Target Audience

- This course is suitable for digital, sales, marketing and media professionals, webmasters, web developers, key managers and any business professionals with some previous experience in digital and social media marketing; as well as anyone seeking to take their digital skills to the next level. This course is not a good fit for professionals who are new to digital marketing; instead, for an introductory course, please see our “Digital Marketing Practitioner” course.

Target Competencies

- Advanced social media advertising techniques
- Advanced search and display advertising techniques

- Video marketing
- E-mail marketing
- Website critique and Conversion Rate Optimization (CRO)

Digital Marketing Fundamentals Refresher

- How to create and execute an effective digital marketing strategy
- The online buyer's journey
- Review of key digital marketing metrics
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Cost Per "Mille" (CPM)
- Conversion Rate (CR)
- Engagement Rate (ER)
- Return on Investment (ROI)

Advanced Social Media Advertising Techniques

- Advanced ad campaigns on Facebook and Instagram
- How to setup native landing pages on Facebook and generate leads
- How to create a custom audience on social media
- How to create a lookalike audience on social media
- Using pixels to track conversions
- Advertising on Twitter

Advanced Paid Search and Display Advertising

- Advanced keyword optimizations
- Using the opportunities tab
- Using call extensions
- Using advanced ad targeting criteria
- Using advanced bid optimizations
- Understanding programmatic advertising
- Building responsive Display ads
- Building a remarketing list

Video Marketing

- Introduction to video marketing
- Advertising on YouTube
- TrueView in-stream ads
- Bumper ads

Email Marketing Techniques

- Email marketing recap
- Email marketing best practices

- Introduction to MailChimp
- Building your newsletter on MailChimp
- Reading and interpreting reports

The Pillars of Conversion Rate Optimization (CRO)

- Strategic thinking for advanced digital marketers
- The fundamentals of A/B testing
- A/B testing case studies
- A/B testing software / tools
- Live website critique and case studies

Influencers and Affiliate Marketing

- General definitions
- The benefits of influencers marketing
- Techniques for successful influencers marketing
- Influencer marketing case studies
- Introduction to affiliate marketing
- The benefits of affiliate marketing
- The “Dos” and “Don’ts” of affiliate marketing
- Affiliate marketing case studies