



# Professional Diploma in Digital Marketing

Align your skills with industry needs.



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[digitalmarketinginstitute.com](http://digitalmarketinginstitute.com)

Validated by the Global Industry Advisory Council. Including members from





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# Become a **Certified** Digital Marketing Professional

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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 understand that advancing and progressing your future career is important to you.

That's why we have designed a professional certification that will make a difference in your life. Industry aligned, it will help you stand out from the crowd and highlight your capabilities. It will boost your credibility. It will transform you into a specialist in your field.

With over 20,000 certified professionals and 27,000 alumni members 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.**

**Your digital future awaits.**



**DID YOU KNOW?**

95% of our **certified** professionals are currently employed and 81% were promoted after earning their certification.



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 as well as learn how to 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.



# Our **Certified** Professionals are thriving

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

Microsoft

facebook

ebay

Google



LinkedIn



unicef

Symantec



HubSpot



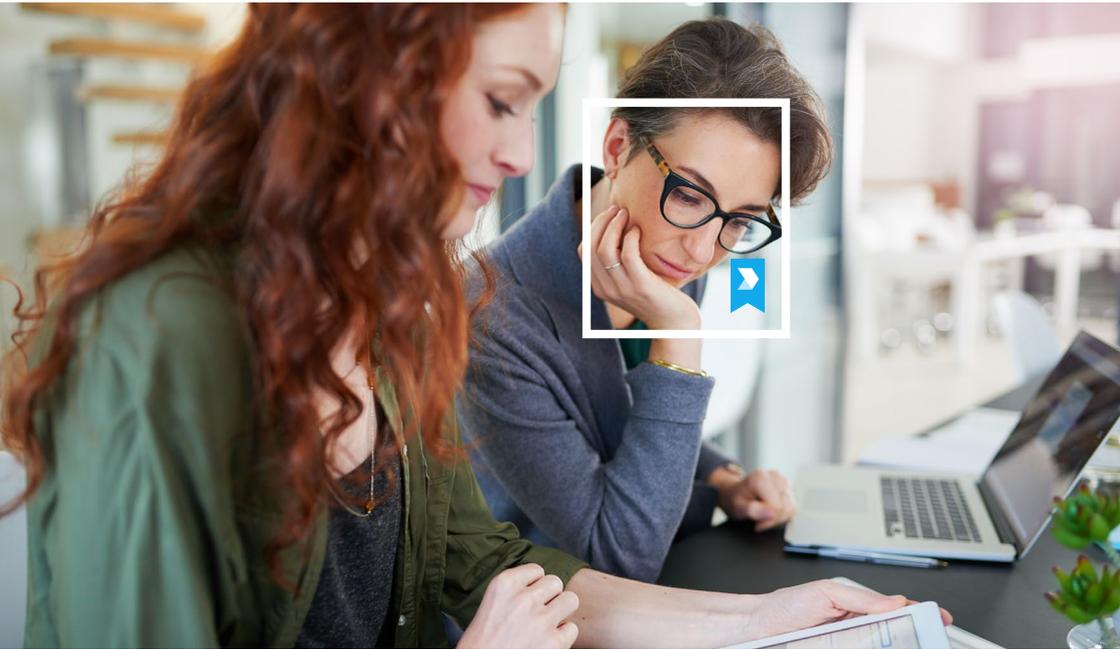
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citibank



## Program Overview

### Who is this professional certification for?

- Traditional Marketers and Marketing Executives
- Marketing Managers and Senior Management
- IT Managers & HR Specialists
- Small Business Owners
- Career Changers
- Entrepreneurs
- Those responsible for developing or implementing a digital marketing strategy for their organization
- Anyone in marketing or business who wishes to demonstrate proficiency in digital marketing

This program benefits various levels of skill and experience, and will empower you to maximize the impact of your marketing through powerful digital tools.



## What will you learn?

By earning this certification, you will be able to:

- Conduct digital research, set business objectives for campaigns and develop a targeted digital marketing strategy.
- Build and publish a well-designed high performing and optimized website aligned to your business goals.
- Create and curate compelling and innovative content that drives ROI.
- Set up, optimize, create, execute and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat.
- Boost your website's organic ranking by optimizing technical on-page and off-page elements.
- Create and manage paid search campaigns in Google AdWords and use Google Analytics to measure performance.
- Use Google AdWords to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance.
- Design effective emails that generate leads, retain customers and inspire evangelists.
- Set goals for your business and website, understand how analytics tools are used to help measurement.
- Use owned, accessed, desk, audience, competitor and social listening research to create a how-to guide for all digital marketing activities.
- Leverage mobile marketing for its micro-targeting advantages.
- Analyze, optimize your digital marketing activity and create a formal marketing plan for your business.



# Program Modules

Becoming a **Certified Digital Marketing Professional** will ensure you are equipped with the tools and skills needed to create a cohesive, effective digital marketing strategy.

There are ten modules in this program that provide in-depth coverage of all of the key disciplines required for best practice digital marketing, which include:

1. Introduction to Digital Marketing
2. Content Marketing
3. Social Media Marketing
4. Search Engine Optimization (SEO)
5. Paid Search (PPC) using Google Ads
6. Display and Video Advertising
7. Email Marketing
8. Website Optimization
9. Analytics using Google Analytics
10. Digital Marketing Strategy



*"Between the comprehensive learning content and weekly blogs on the Digital Marketing Institute's membership platform, I felt that my learning experience was very well supported overall."*

**Anna Moldovan**  
Google  
Account and Industry Manager





## MODULE 1

# Introduction to Digital Marketing

This module introduces the core principles and purpose of digital marketing. It will enable you to develop clear and actionable business objectives for a digital marketing plan, gain audience and industry insight by conducting digital research, and help you prepare the foundations for a fully integrated 360 campaign by connecting effectively with your customers and targets.

Through this module you will be able to differentiate between inbound and outbound marketing strategies and

distinguish between examples of digital media. It will also explore the difference between traditional and digital marketing helping you realize the benefits of using them in combination.

At the end of the module, you will know how to develop clear and actionable objectives for a digital marketing plan using SMART objectives and use digital research and social listening to gain insights into your competitors, audience and industry.

### Topics covered include:

#### Principles of Digital Marketing

- Inbound and Outbound Strategies
- Digital Media Examples
- Traditional vs. Digital Marketing
- Principles of DMI's 3i Methodology
- Digital Channels

#### Developing Objectives

- SMART Objectives

#### Digital Research

- Audience Research
- Social Listening Platforms
- Social Listening and Audience Research Tool

#### Cultural Research

- Competitive Research Platforms and Tools
- Industry Trend Research
- Digital Research

#### Connecting with the Customer

- The Buyer's Journey
- Five Marketing Functions
- 360 Digital Marketing Campaign
- Marketing Functions and Buyer Journey Stages
- Digital Marketing Concepts, Principles, Procedures and Tools



## MODULE 2

# Content Marketing

This module introduces you to the key principles of content marketing to enable you to align content effectively with the buyer journey.

You will explore the knowledge and skills required to plan and execute a content marketing strategy in a persona-oriented, data-driven way.

It also covers content creation and curation, along with how to extend its value using scheduling tools and promotion methods.

The Content Marketing module concludes by examining the key metrics and tools for measuring the performance of a content marketing strategy.

### Topics covered include:

#### **Content Marketing Concepts and Strategy**

- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management
- Content Marketing Strategy

#### **Using Content Research to Find Opportunities**

- Website Hosting Options
- Social Listening
- Competitor Content Analysis
- Content Audit

#### **Developing a Content Marketing Plan**

- Content Marketing Goals
- Content/Business Goal Alignment
- Customer Personas
- Content Topics
- Content Calendar
- Content Management Systems

#### **Creating and Curating Content**

- Content Stakeholders
- Content Types and Formats
- Content Tools
- Content Creation and Curation
- Content Creation Best Practice
- Brand Components
- Content Personalization

#### **Publishing and Distributing Content**

- Content Platforms
- Benefits and Challenges of Content Seeding
- Content Scheduling Techniques and Tools
- Content Promotion Strategies

#### **Metrics and Performance**

- Content Marketing ROI
- Content Marketing Metrics
- Metrics and Content Marketing Strategy



## MODULE 3

# Social Media Marketing

The Social Media module introduces the key platforms for digital marketing and demonstrates how to set up a social media experience for a brand.

You will be able to identify the benefits of social media marketing and differentiate between the most influential networks and their advantages. As a result, you will understand the techniques and best practices for growing and engaging an

audience as well as demonstrate how to create effective paid advertising campaigns on key social platforms. In addition, you will understand how to build, manage, and sustain an active social media community.

The module also covers how to extract and report on data from the platforms' native analytics tools to derive deeper audience and campaign insights.

### Topics covered include:

#### Key Social Platforms for Digital Marketing

- Benefits of Social Media Marketing
- Social Media Marketer Responsibilities
- The Buyer's Journey Stages
- Influential Social Media Platforms
- Key Terminology

#### Setting up a Social Media Experience for a Business

- Best Social Media Account Practices
- Facebook for a Business
- Twitter for a Business
- LinkedIn for a Business
- Instagram for a Business
- Snapchat for a Business

#### Creating and Optimizing Social Media Campaigns

- Campaign Set-up
- Facebook and Instagram Business Manager
- Twitter Ads Manager
- LinkedIn Campaign Manager
- Snapchat Ad Manager

#### Developing Data-Driven Audience and Campaign Insights

- Campaign Tools Analysis
- Facebook Tools and Analytics
- Twitter Tools and Analytics
- LinkedIn Tools and Analytics
- Instagram Tools and Analytics
- Snapchat Analytics and Campaigns

#### Growing and Engaging an Audience

- Community Techniques and Best Practices
- Content Sharing Best Practices
- Sharing Stories Best Practices
- Video Content Best Practices
- Hashtag Usage Best Practices
- Twitter Content Best Practices
- LinkedIn Content Best Practices
- Instagram Content Best Practices
- Snapchat Content Best Practices



## MODULE 4

# Search Engine Optimization (SEO)

The SEO module begins with the fundamentals of search engine optimization and how search engines work.

It explains why it is vital to align SEO objectives with overarching business objectives and how to use keyword and competitor research to build a content plan that attracts and engages the right kind of visitors.

The module also explores how to boost online conversions to help stand out in today's fiercely competitive online marketplace and ensure the best possible Return on Investment (ROI).

### Topics covered include:

#### SEO Fundamentals

- Paid and Organic Search
- Key SEO Components
- Search Engine Introduction
- Common Search Query Types
- SERP (Search Engine Results Pages) Components

#### Aligning SEO and Business Objectives

- SEO Objective Types
- Create and Implement SEO Objectives

#### Keywords and SEO Content Plan

- Keyword Research Benefits
- Short and Long Tail Keywords
- Conduct Keyword Research
- Convert Keywords into SEO Content

#### Optimize Organic Search Ranking

- Technical Components for Visibility
- On-page Optimization
- Off-page Optimization
- SEO Audit

#### Measuring SEO Performance

- Traffic Sources
- SEO Metric Types
- Success Measurement



## MODULE 5

# Paid Search (PPC) using Google Ads

This module begins with the fundamentals of paid search and its benefits and demonstrates how to implement and manage Pay-Per Click (PPC) campaigns using Google Ads.

It also covers conversion tracking and how to measure and report on the performance of paid search campaigns using Google Analytics and Google Search Console.

Through the Paid Search Module, you will understand the key concepts underpinning bid auctions, how to manage paid advertising budgets, and how to optimize paid search campaigns.

### Topics covered include:

#### Fundamentals of Paid Search

- Paid vs. Organic Search
- Customer Use of Search Engines
- Paid Search Benefits
- Elements of Paid Search Campaigns

#### Paid Search Campaign Creation with Google Ads

- Google Ads Manager Account vs. Child Account
- Google Ads Best Practice
- Google Ads Account Elements
- Paid Search and SEO Keyword Research
- Google Ads and Paid Search Campaigns

#### Search Campaign Management

- Advertising Budget Management
- Google Ads Bidding
- Google Ads Bid Simulator Tool
- Optimize Paid Search Campaigns
- Google Ads Editor

#### Paid Search Campaign Measurement

- Paid Search KPIs
- Conversion Tracking
- Success Metrics
- Google Analytics Measurement
- Google Analytics and Search Console Reporting



## MODULE 6

# Display and Video Advertising

The Display and Video Advertising module begins with the fundamentals of display and video advertising and demonstrates how to set up and manage a YouTube channel.

It covers the ad formats available within Google Display Network and YouTube and shows you how to set up and manage campaigns.

You will also understand how to apply audience and contextual targeting,

exclusions, remarketing, and bid adjustments to target display and video ads at the right audience.

By the end of the module, you will be able to identify the key metrics and tools to use to analyze and optimize the effectiveness of campaigns.

### Topics covered include:

#### SEO Fundamentals

- Paid and Organic Search
- Key SEO Components
- Search Engine Introduction
- Common Search Query Types
- SERP (Search Engine Results Pages) Components

#### Aligning SEO and Business Objectives

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- Off-page Optimization
- SEO Audit

#### Measuring SEO Performance

- Traffic Sources
- SEO Metric Types
- Success Measurement



## MODULE 7

# Email Marketing

The Email Marketing module begins with the fundamentals of email marketing and how the concepts of segmentation, personalization, timing, and engagement along with the legislation and regulations surrounding data protection underpin an effective email marketing strategy.

The module introduces key email marketing tools and techniques and explores subscriber list and email design best practices.

It also comprehensively explores how to create, test, and optimize an email campaign that maximizes open and Click-Through-Rates (CTR) and provides an overview of the value provided by marketing automation tools.

By the end of this module, you will have a comprehensive understanding of all the elements involved in an email marketing strategy.

### Topics covered include:

#### Email Marketing Fundamentals

- Key Concepts
- Inbound Email Marketing
- Legislation and Regulations e.g. Permissions and Data Protection

#### Tools and Strategy

- Key Strategy Principles
- Email Service Providers
- Recipient Sources
- Contact Databases

#### Email Design

- Email Writing and Design
- The Buyer's Journey Alignment
- Subject Lines
- Copy Essentials
- Design Best Practices
- Call-to-Actions (CTAs)
- Image Best Practices

#### Creating an Effective Email Campaign

- Email Campaign Creation
- Delivery Factors
- Delivery and Placement Challenges
- Campaign Management Best Practices

#### Testing and Optimizing an Email Campaign

- Test Components
- A/B Testing
- Key Campaign Measurement Metrics
- Optimize Open and Click Through Rates
- Mobile Optimization
- Bounce Rates and Unsubscribes

#### Marketing Automation

- Benefits of Automation Tools
- Key Process Building Blocks



## MODULE 8

# Website Optimization

This module introduces key concepts underpinning effective website design and the purpose of website optimization.

It will enable you to build and publish a simple, well-designed, and optimized website using WordPress that is aligned to specific business goals.

Additionally, you will understand design principles and best practices for copy

and A/B testing along with exploring User Experience and User Interface as part of user centric design.

The Website Optimization module also covers how to use metrics to capture, track, and measure website activity to develop deeper insights.

### Topics covered include:

#### Web Design and Website Optimization

- Website Optimization and SEO
- Optimization and Digital Marketing Strategy
- Design, Construction, Maintenance and Optimization in a Marketing Context
- Key Components of Web Design

#### Publishing a Basic Website

- Website Hosting Options
- WordPress.org Setup
- WordPress Themes

#### Design Principles and Website Copy

- Web Design Principles
- Mobile-First Design and SEO
- Copy Best Practice
- A/B Best Practice Testing

#### User-Centered Design and Website Optimization

- UX and UI Design, Benefits and Principles
- UX Assessment
- User Experience Improvement and User-Centered Design Methods
- Key Optimization Performance Factors

#### Website Metrics and Developing Insight

- Website Monitoring
- Evaluation Tools
- Implement Monitoring and Optimization Best Practice



## MODULE 9

# Analytics with Google Analytics

The Analytics module begins with the fundamentals of web analytics and the associated legal responsibilities and best practices concerning data collection, consent, and privacy that enable a digital marketer to draw actionable conclusions from website or marketing channel data.

It demonstrates how to setup and configure Google Analytics and install tracking codes to glean insights about traffic and audience.

In this module, you will also explore setting campaign goals to analyze performance and customer conversion journeys.

At the end of the module, you will be able to use Google Analytics reports and features to monitor and analyze digital campaigns.

### Topics covered include:

#### Web Analytics Fundamentals

- Insight Types for Digital Marketers
- Analytics Tools for Data Collection, Measurement and Analysis
- Google Analytics Benefits and Limitations
- Analytics Reporting Terminology
- Legal Requirements, Responsibilities and Best Practice

#### Creating and Configuring a Google Analytics Account

- Account Setup
- Tracking Code Installment
- Key Settings and Navigational Functions
- Account Settings and Filters
- Benefits and Risks of Sharing Access
- Linking Google Analytics and Other Tools

#### Setting Goals with Google Analytics

- Setup Goals
- Match Website Activity to Goals
- Use Goal Funnels to Analyze Customer Conversion Journey

#### Monitoring Campaigns with Google Analytics Reports

- Campaign Types
- Audience, Acquisition, Google Ads, Behavior, Events and Conversion Reports
- Multichannel Funnels Reporting

#### Analyzing and Recording Google Analytics Data

- Track Traffic Changes in Real-Time
- Custom reporting, Annotations and Custom Segments
- Standardized Data Process



## MODULE 10

# Digital Marketing Strategy

The Digital Marketing Strategy module identifies the core components of an effective digital marketing strategy and explains how to develop a successful budget plan and measure the ROI for digital activities.

It demonstrates how to set clear and actionable objectives and measurable Key Performance Indicators (KPI's) as well as the key research activities to undertake to guide channel selection and messaging.

It also explains how to develop a creative strategy based on campaign research to engage an audience and deliver on campaign goals.

By the end of the module, you will know how to execute a digital marketing strategy supported by a channel plan, a paid media plan, a campaign action plan, and succinct strategy documentation.

### Topics covered include:

#### Digital Strategy Fundamentals

- Core Digital Marketing Strategy Components
- Strategy Purpose
- Strategy for plan communication
- Digital Marketing and Digital Media
- Resource Mapping
- Budget Planning
- ROI and Success Metrics

#### Setting Strategy Objectives and KPIs

- Common Business Objectives and Campaign Expectations
- Identify and Distinguish KPIs
- Past Performance and Industry Benchmarks for Forecasting
- Regular Performance Reviews

#### Communicating a Digital Marketing Strategy

- Stakeholder Communication Tools
- Digital Marketing Strategy Best Practice

#### Digital Strategy Research

- Key Research Activities
- Research Mapping
- Strong Research vs. Potentially False Reports
- Owned, Accessed and Desk Research
- Audit Factors
- Audience and Competitor Research
- Social Listening Study
- Creative vs. Media Brief

#### Developing a Creative Strategy

- Key Creative Strategy Ingredients
- Maximize and Repurpose Creative Output
- Content Strategy Elements
- Creative Format Specifications

#### Executing a Digital Marketing Strategy

- Strategy Objectives
- Optimize Channel and Budget Mix
- Media Planning for Paid Channels
- Key Campaign Components





# Same Destination, Different Route

## **PARTTIME**

Two hour classes, twice a week for ten weeks. One module is covered per week, allowing students to master each topic at a relatively moderate pace.

## **DAYTIME**

A five day intensive bootcamp covering two modules per day. Students get the opportunity to fully immerse themselves in a fast paced study experience.

*All study programme delivery options lead to the same EQF/MQF Level 5 internationally recognised certification.*

## **Custom Designed Training**

Clients investing in custom designed training get the opportunity to schedule a highly flexible Closed Group study programme selecting their preferred days, times and content which aligns to their business objectives.

## Funding & Payment Schemes

### **Get Qualified Scheme**

Students who successfully achieve certification get 70% of their course fees back.

### **Investing in Skills Scheme (IIS)**

Small, media & large businesses may benefit from 50%, 60% or 70% rebate on ICT Training (incl. Exam Fees) not exceeding 25 hours and Employee Working Time at a fixed rate of €4.90/hr.

### **Easy Payment Scheme**

Students may schedule interest-free tuition fees over four months and get 70% of their course fees back.

The ICE Malta team assists both students and companies throughout any of the above funding & payment schemes.



*"This was a really great learning journey. If you want to continue to be considered for career opportunities this course is a must."*

**Stefan Esch Schulte**  
LeoVegas  
Country Manager DACH





## Certification Assessment

The assessment is based on a formal computer-based examination that will measure individuals' 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.

The use of Pearson VUE to deliver our exams increases the value of the international certification offered by the Digital Marketing Institute and provides students with a quality, consistent examination experience, no matter where they are in the world.



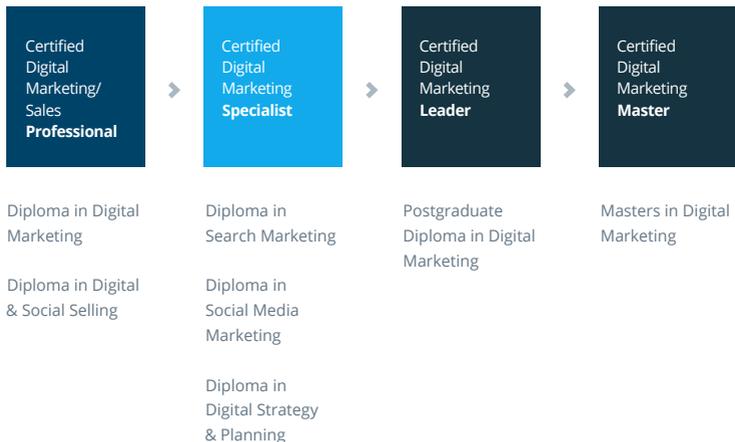
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DIGITAL MARKETING  
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## Certification Roadmap for Industry Professionals

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. Our suite of certifications enable marketers and sales 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 specialized skills in areas such as search and social media. For marketers looking to move into a leadership role or become an expert in digital marketing, our Postgraduate and Masters are the ideal certifications.





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

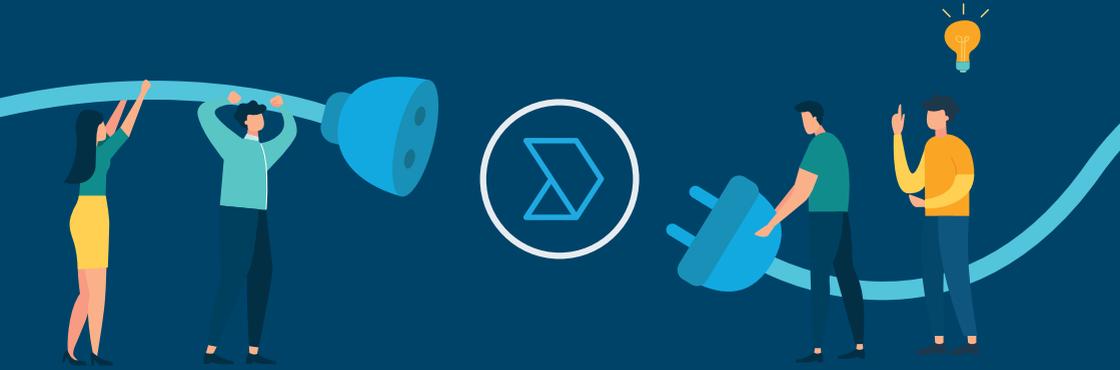
Alumni Survey 2016

## 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.



## 12 Months of Membership Stay Connected. Stay Relevant.

Our programs, developed in conjunction with industry giants and world-class practitioners, have helped a generation of digital professionals advance their careers.

Completing a program is a point-in-time exercise that delivers huge value, but there is a next step to maintaining the currency of skills in the ever-evolving world of digital.

### **Membership is that next step.**

An exclusive network - and part of your certification - it delivers just-in-time training and continuous professional development, and an exclusive and evolving content library that can be used in your daily work.

Membership is about staying connected. Connected to trends in industry. Connected to experts who can bring unique insights to your work. Connected to thousands of digital alumni around the globe. Connected to opportunities.

It can provide you - as a Digital Marketing Institute certified professional - with invaluable and exclusive connections to:

- Expert, practical and thought leading content to guide your career
- High-quality templates to boost your employability
- A career zone to support professional development
- Access to the latest industry news and updates
- A Continuous Professional Development (CPD) area for certified graduates
- Just-in-Time (J-I-T) learning activities through webinars and online programs

Your digital career is evolving every day. So will your membership of the Digital Marketing Institute.

You define your career path. We'll support the journey.

*"Membership is important for my professional continuous development as digital marketing is something new for me."*

Anna Nazaryan





# Global Industry Advisory Council (GIAC)



The **Global 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 learned the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Global 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:





## For more information

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