



Digital
Marketing
Institute



DoraCrea
Developing Future-Proof Skills

DMI PRO CERTIFIED DIGITAL MARKETING PROFESSIONAL

Course Title: DMI Pro (version 10.0)

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COURSE OUTLINE

Ten modules of learning

1. Digital Marketing in the Era of AI
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimization)
5. Paid Search (PPC) and Display Advertising
6. Email Marketing
7. Professional Skills for Digital Marketers
8. Website Optimization and Ecommerce
9. Analytics with Google Analytics 4 (GA4)
10. Digital Marketing Strategy

Target Audience

The DMI Pro program is aimed at:

- Marketing Executives, Marketing Coordinators, Marketing Assistants, Marketing Interns, and Marketing Analysts
- Brand Managers, Brand Strategists, Event Planners, and Public Relations (PR) professionals
- Copywriters and Content Creators
- Media Planners and Media Buyers
- Market Research Analysts, Data Analysts, and Product Marketers
- Marketing managers and marketing directors
- Consultants and IT managers
- Entrepreneurs and small business owners
- Those with responsibility for developing or implementing an online marketing strategy for an organization
- Anyone looking to pursue a career in digital marketing

What Will You Learn?

- Explore the game-changing impact of digital marketing, social media, and AI on business. Uncover the secrets underpinning the revolution that's reshaping today's business landscape.
- Master the art of social media and content marketing. Learn how to transform your brand into a household name and delight customers with engaging content that resonates with their needs.
- Integrate digital channels and explore how SEO, PPC, and Display advertising can boost your website's organic rankings, drive more online traffic, and generate demand for your business.
- Discover how to craft email campaigns that convert. Design, execute, and track your way to email marketing success using proven tactics and strategies.
- Unleash the power of data and metrics with web analytics to fine-tune your marketing game. Better understand your customer's journey, uncover insights, and make data-driven decisions to elevate your campaigns.
- Sharpen your professional skills and boost your personal and career effectiveness in the dynamic world of digital marketing. Master time management, agile thinking, and problem-solving skills and learn how to enhance your creativity and strategic thinking skills.
- Unleash the full potential of digital marketing. From concept to execution, discover the art of crafting tailored marketing tactics and strategies to propel businesses toward their goals.

MODULE DESCRIPTIONS

Module 1 – Digital Marketing in the Era of AI

Unleash the power of digital marketing in the era of AI disruption. Dive into core concepts, explore digital channels, and uncover why machine learning algorithms, large language models, and AI-powered tools are disrupting and transforming how businesses operate today. From audience insights to 360-degree campaigns, explore how to connect more effectively with your target audience.

- Unlock the digital marketing playbook and start crafting a roadmap for business success
- Uncover the core principles of digital marketing, digital media, and digital channels
- Harness AI tools to gain industry insights and develop clear marketing objectives, fueled by digital research that sets your business apart
- Explore how to seamlessly engage your audience across 360 digital channels and learn how to master the buyer's journey to connect with your audience

Topics covered include: -

- What is Digital Marketing?
- Inbound and Outbound Marketing
- Digital Marketing Channels
- What is AI in Digital Marketing?
- Staying Relevant in Digital Marketing
- Audience Listening Tools
- Competitive Research
- The Traditional Funnel and the Buyer's Journey
- The Evolution of the Buyer's Journey
- Integrating Offline and Digital Marketing

Module 2 - Content Marketing

Master the art of content marketing with a persona-focused, data-driven approach to planning and executing content marketing strategy. Connect seamlessly with your audience using best practices at each stage of the Buyer's Journey. From content creation to curation, learn how to amplify your impact, extend value, and measure your successes with cutting-edge AI-powered insights to elevate your business's content marketing performance.

- Unleash the power of content to elevate your digital strategy
- Build a content marketing strategy that aligns with goals and targets personas with precision. Tailor topics for impact and set the stage for real audience engagement.
- Learn the art of digital storytelling, beginning with effective research, crafting a compelling creative brief, and weaving an authentic brand story
- Create personalized, compelling content and navigate the benefits and risks of leveraging AI tools to increase the velocity and quality of your output
- Master the tools of the trade and choose the right tactics, techniques, and tools to manage, distribute, and promote your content. Learn why effective community management is a linchpin to content marketing success.

- Use content marketing metrics to measure success and identify the right opportunities to harness the power of AI to boost content marketing performance

Topics covered include: -

- What is Content Marketing?
- Topical and Evergreen Content
- Content Intent
- Buyer Personas
- Getting Ideas for Content Topics
- Creative Brief
- Content Creation and Content Curation
- Getting Started with ChatGPT
- Content Scheduling
- Analyzing Content Performance

Module 3 - Social Media Marketing

Set up a dynamic social media presence and unlock the potential of social media marketing for your business. Dive deep into the marketing capabilities of the core platforms and master tactics for growing and engaging an audience on social. Unleash powerful paid social campaigns and learn how to extract data from the platforms' native analytics tools to elevate your social commerce game.

- Find the right social platforms for your business and transform its social strategy using the most impactful social media channels.
- Build, manage, and sustain a thriving community on social. Harness the power of social connections to propel your brand forward with an engaged community.
- Master paid advertising on social and create compelling campaigns with advanced tools for boosting your social presence.
- Unlock social commerce and maximize its revenue potential using the right channels and tactics to drive your business's sales.

Topics covered include: -

- Influencing the Consumer Journey Using Social
- How Do Social Media Algorithms Work?
- Key Social Media Platforms: Facebook, WhatsApp, and Instagram
- Key Social Media Platforms: Twitter (X) and LinkedIn
- Key Social Video Platforms: YouTube and TikTok
- Setting Up a Social Media Experience for a Business
- Sustaining a Social Community
- Engaging an Audience Using Social Media
- Five Key Steps for Creating a Social Campaign
- Social Commerce Channels

Module 4 - SEO (Search Engine Marketing)

Explore the nuances and intricacies of SEO and learn how search engines and SERPs work. Unlock the power of a strategic SEO, from keyword research best practices to the three pillars of success –

technical, on-page, and off-page optimization. Measure SEO wins with precision as you track keyword rankings, organic traffic, and website conversions. And stay ahead of the curve with insights into free and paid SEO tools while exploring the transformative impact of AI on SEO tasks.

- Position your business for online growth and success by demystifying SEO and grasping the key elements of an effective SEO strategy.
- Propel your brand with effective SEO keyword research and strategy.
- Boost your website's organic search rankings and transform your business's online presence by choosing the right technical, on-page, and off-page optimization techniques.
- Gain valuable insights on the best-known free and paid SEO tools and discover how emerging AI technologies are transforming SEO tasks and activities.
- Measure success with SEO metrics and fine-tune your SEO strategy based on data-driven decisions, ensuring your business thrives in the competitive online arena.

Topics covered include: -

- How Do Search Engines Rank Pages?
- Search Engine Results Page (SERP)
- How to Conduct SEO Keyword Research
- Technical Optimization
- Page Experience Ranking Signal
- Google Search Console
- On-Page and Off-Page Optimization
- Free SEO Tools
- AI Tools for SEO
- ChatGPT for SEO

Module 5 - Paid Search (PPC) and Display Advertising

Unlock the power of pay-per-click (PPC) advertising, capturing active consumers searching for information, products, or services. Dive into the expansive landscape of digital display and video advertising, designed to raise brand awareness and generate interest. Explore the distinct benefits each strategy offers while discovering the synergy of using them together for a comprehensive digital marketing strategy. From fundamental principles to hands-on optimization in platforms like Google Ads, master the art of effective budgeting, strategic bidding, and compelling ad creation. Explore the Google Display Network, tapping into the potential of YouTube and display ads with new AI features and campaign types.

- Harness the power of paid search advertising - a strategic approach that maximizes impact and minimizes costs. Grasp its fundamental principles and master techniques and best practices for effective budgeting and bidding in pay-per-click campaigns.
- Elevate your brand with display and video advertising and understand the pivotal role these strategies play in demand generation. Differentiate between campaign types, ad formats, and audience targeting options.
- Understand the metrics that matter in paid search, display, and video campaigns and unlock key tactics to minimize CPCs in Google Ads bid auctions, maximizing campaign ROI and performance.

Topics covered include: -

- PPC Keyword Research
- Budgets and Bidding in Google Ads
- Creating a PPC Campaign
- Display and Video Advertising
- GDN, AI, and Performance Max
- Display and Video Ad Formats
- Targeting for Demand Generation
- Remarketing for Display and Video Campaigns
- Paid Search Metrics and Reports
- Search, Display, and Video Campaign Optimization

Module 6 - Email Marketing

Deep dive into email marketing and explore key tools and techniques enabling you to unlock the power of automation to streamline your campaigns. Optimize every aspect of your email campaigns, from subject lines to layout, and learn how to overcome delivery challenges.

- Understand the pivotal role of email in omnichannel campaigns and navigate the legislative landscape surrounding email permissions and data protection, ensuring your campaigns reinforce the message of a trusted brand
- Build on the core principles shaping email and marketing automation strategies and harness the potential of CRM to support more personalized email campaigns
- Craft compelling emails that drive results. Design balanced messages to generate leads, retain customers, and inspire brand evangelists. Learn how to transform your message into a powerful tool for business growth and brand loyalty.
- Create and manage email campaigns and boost open and clickthrough rates. Overcome deliverability and Inbox placement hurdles, ensuring your messages reach your audience.
- Utilize metrics, tactics, and best practices to report on and optimize your email marketing campaigns.

Topics covered include: -

- Email and Omnichannel Marketing
- Email Marketing Legislation and Regulations
- CRMs
- Marketing Automation
- Email Marketing Workflows and Benefits
- Email Subject Lines and Copy
- Email Design and Images
- Email Campaign Delivery Challenges
- A/B Testing for Email Optimization
- Optimizing Email Campaign Performance

Module 7 - Professional Skills for Digital Marketers

Well-honed professional skills as well as digital and technical skills are key to success as a digital marketer in today's ever-changing working environment. But what are these essential professional skills? Drill into project management techniques, foster innovation with agile thinking, enhance creativity, and sharpen strategic thinking skills. From time management to problem-solving and persuasion skills, elevate your professional toolkit for personal and business success.

- Apply project management techniques and best practices to drive success with your marketing campaigns and business projects
- Develop an agile mindset and learn techniques and best practices to foster innovation and drive efficiency to help stay ahead in today's dynamic workplace
- Learn how to transform challenges into opportunities, develop fresh ideas, unleash your creativity, and apply innovative problem-solving in the workplace.
- Hone strategic thinking skills and master the art of time management to become more personally effective and efficient.
- Master the art of persuasion and elevate your communication skills with tips and techniques to ensure your messages resonate with your audience.

Topics covered include: -

- Seven-Step Framework for Managing Projects
- Using the "Test and Learn" Approach
- Applying the Agile Concept of the "MVP"
- Generating New Ideas
- Removing Barriers to Creativity
- Skills for Effective Problem Solving
- Benefits of Strategic Thinking
- Saving and Creating Time
- Strategies for Effective Communication
- Persuading an Audience

Module 8 - Website Optimization and eCommerce

From portfolio websites to lead generation and user-centered design to eCommerce, dive into the structures and activities that define online success. Understand the critical role the Buyer's Journey and UX play in shaping effective websites and providing an optimized platform aligned with business goals. Use metrics to capture, track, and measure website activity and to evaluate and optimize performance.

- Elevate your brand with a purpose-driven online presence that captivates and converts.
- Craft a website that speaks volumes and appreciate the pivotal role marketers play in planning webpage structures.
- Elevate audience engagement and satisfaction with a frictionless online experience. Apply principles of user-centered design, ensuring a seamless and responsive journey for every website visitor.
- Win at eCommerce, applying best practices when planning and implementing a powerful digital storefront. Build seamless customer interactions and drive e-commerce success with an effective customer service solution.

- Ensure your website performs at its peak by selecting the right metrics, tools, and tactics. Drive success using data-driven insights to ensure your digital presence stands out in the competitive online landscape.

Topics covered include: -

- Build Your Online Presence
- How to Design a Website
- Website Optimization and the Buyer's Journey
- Main Pages of a Website
- Design Principles
- UX and UI
- eCommerce Solutions
- eCommerce Marketplaces
- Website Metrics
- A/B Testing for Website Optimization

Module 9 - Analytics with Google Analytics 4 (GA4)

Reveal the power of website and app data with GA4. Master the fundamentals while navigating legal responsibilities and best practices for data collection, consent, and privacy. Learn to set up and configure GA4, harnessing AI-enhanced features to analyze performance and customer conversion journeys, and monitor digital campaigns with precision.

- Maximize insights from marketing data and ensure your business operates ethically by mastering the essentials of digital marketing analytics.
- Drive insights from your digital presence by utilizing best practices to set up, fine-tune, and connect other marketing tools to your GA4 account.
- Transform data into actionable insights by setting up and optimizing events in GA4.
- Maximize campaign impact and optimize performance with insights from GA4 reports, explorations, and funnel reports.

Topics covered include: -

- Google Analytics 4 (GA4) Fundamentals
- Analytics, Data Privacy, and Protection
- GA4 Account Set-Up
- Linking GA4 to Other Tools
- Types of GA4 Events
- Advanced Custom Events in GA4
- Key GA4 Reports
- UTM Tracking with URL Builder
- Real-Time Data in GA4
- Audiences in GA4

Module 10 - Digital Marketing Strategy

From using research insights to guide channel choice, messaging, and personas to setting actionable objectives and measurable KPIs, and developing a creative strategy that engages your audience, learn how to plan and execute a winning digital marketing strategy. Discover how to develop effective budget plans, ensuring maximum ROI for all of your digital endeavors.

- Embrace the power of research to guide channel choice, messaging, personas, and priorities. Make informed budget allocations, ensuring every digital marketing activity maximizes impact.
- Ensure your digital marketing efforts are focused, measurable, and contribute significantly to your business goals.
- Engage and captivate your audience with a creative strategy that not only resonates but delivers on campaign goals.
- Execute your digital marketing strategy with an optimal channel and budget mix supported by a paid media plan and campaign action plan.

Topics covered include: -

- Marketing Today
- Strategy and Return on Investment (ROI)
- Thinking Critically About Research
- Digital Audit
- Strategy and Forecasting
- Developing a Marketing Brief
- Creative Brief
- Working with an Agency
- Using a Media Plan
- Delivering a Campaign Action Plan

COURSE DURATION

50 hours

COURSE ASSESSMENT

Two-hour computer-based exam

120 test items (including multiple choice, matching, and drag-and-drop question formats)



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