Digital Marketing On Demand

Learn the essential skills to be a successful marketer in the digital age.

OVERVIEW

A powerful foundation to equip marketers for success in the digital age. Covers cutting-edge digital techniques like analytics and classics like segmentation.

IDEAL FOR

- New marketers gaining foundational skills.
- Experienced marketers updating their skills.
- Onboarding or training marketing teams.

FEATURES

✓ World-class curriculum.
✓ Assessment and personal score report.
✓ Project-led experience.
✓ Qualify for industry-recognized Credential.
✓ Access anywhere, anytime.

TIMING

Estimated 39–54-hour program:

- 24 hours, 15-minute course content.
- 1 untimed practice assessment.
- 1-hour assessment.
- 10–20 hours of project work.

CURRICULUM

5 Units | 66 Lessons

1. **Customer Insight**: Market research, audience segmentation, developing and using personas, mapping the customer journey.

2. **Creative Development**: Setting objectives, writing briefs, adhering to brand, content strategy, content creation, adapting to audience.

3. **Marketing Channels**: Social media, display advertising, digital video, traditional media, direct, SEM/SEO, owned/earned media.

4. **Measurement and Analytics**: Measuring business impact (LTV, CAC, ROI), KPIs, cohort analysis, testing, optimization, multi-touch attribution.

5. **Marketing Technology**: CRM and personalization, analytics, testing and optimization, CMS, marketing automation, ad tech, data management.

PRACTICE ASSESSMENT

45 Questions

- Practice assessment to become familiar with the assessment format, experience, and content.

ASSESSMENT

45 Questions; 1-hour Time Limit

- Certified Marketer Level 1 (CM1) assessment.
- Developed with the Marketing Standards Board.
- Compares marketers' abilities against industry standard.

CREDENTIAL

- Top scorers of CM1 assessment qualify for the CM1 Credential.
- Only top 20% of test takers have qualified for the Credential.

Welcome to Digital Marketing

Welcome to Digital Marketing
Get Started in Digital Marketing
Welcome to Digital Marketing
Digital Marketing Landscape: The Paid, Owned, and Earned Media Model
Objective-First Marketing
The New Customer Decision Journey

Overview

These days, there are enough marketing channels to make your head swim, and understanding what your customer is thinking, feeling, and doing as they go through the process of deciding what to buy is pivotal to success. Knowing the landscape, the customer journey, and how to develop effective marketing objectives is the lifeblood for any modern marketer.

By the end of the learning path, participants will be able to:

- Understand the paid, owned, and earned media framework to help you organize these channels.

- Have the knowledge and skills you need to develop strong marketing objectives and ensure impactful campaigns.

- Have a framework that helps marketers break down the process and identify critical opportunities for cultivating loyal customers along the way.

Unit 1: Customer Insights

Customer Insights
Introducing Customer Insights
Creating Personas
Social Listening
Market Research
Keyword Research
Facebook: Gaining Audience Insights
Targeting Customers With First, Second, and Third Party Data
Personalization
Facebook: Targeting
YouTube: Advertising and Targeting
Cohort and Segment Analysis
Project
Conduct research to understand who your customers are, their behaviors, and their motivations. Synthesize research to create a customer persona, and target customers based on their demographics, interests, and behaviors.

Overview

Enable people to establish a vision that revolves around your customer's need, and keep your customer value prop front and center of decisions. Drive consistency in how individuals conduct user research to validate assumptions and paint a picture of *what* users do and *why*.

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

- Select appropriate research methods to answer a question about your audience.

- Analyze research data to extract themes and key insights about your customer base.

- Analyze behavioral data to determine where your customer is in the decision journey.

- Evaluate metrics to establish success in marketing channels.

- Write problem statements grounded in customer insights.

Unit 2: Creative Development

Customer Insights
Introducing Creative Development
Finding Your Brand's Identity
Working With Creative Briefs
Creating a Content Marketing Strategy
Creating Killer Video Content
Branded Content
Copywriting for Social
Eight Best Practices for Designing Emails
Facebook and Instagram: Content and Organic Growth
Intro to Virtual and Augmented Reality
Repurposing Content
Project
Write a clear and compelling creative brief, and create a piece of content that aligns with the high-value Content Honeycomb framework. Repurpose content and tailor it to different channels.

Overview

Successful marketing campaigns begin with effective marketing objectives, a well-developed brand, and one-to-one personalization. In this module, you will develop the framework needed to effectively communicate your brand and bring compelling messages to life.

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

- Build the knowledge and skills you need to develop strong marketing objectives and ensure impactful campaigns.

- Answer questions so you can pinpoint your brand's unique identity.

- Write effective creative briefs, and use them to get the best work from your creative agencies.

- Optimize your distribution strategy to ensure impactful content reach.

- Explore how you can use personalization to cut through the noise and reach your customers.

Unit 3: Channels and Execution

Customer Insights
Introducing Channels and Execution
Intro to SEO
Intro to Paid Search
Intro to Email Marketing
Social Media Advertising
Intro to Mobile Marketing
The Media Planning Process
Lead Generation
Retargeting
Decision Guide — Choosing and Activating Influencers
The Social Campaign
Project
Select the appropriate channels to reach your audience and achieve your marketing objectives. Create a campaign plan that combines earned, owned, and paid media channels.

Overview

These days, there are enough marketing channels to make your head swim. A successful marketer needs to be aware of the channel landscape, and how to show up at each step of the customer buying cycle.

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

- Provide a framework to help you organize channels, and identify strengths and opportunities as you consider your own marketing strategy.

- Understand the basics of paid search advertising.

- Explore nine ways social media can power business in this lesson.

- Understanding what display ads have to offer, the types of inventory available, targeting options, and more.

- Understand the basics of search engine optimization (SEO).

Unit 4: Metrics and Analytics

Customer Insights
Introducing Metrics and Analytics
Introduction to Metrics and Analytics
Tracking Success in the Marketing Funnel
Email Marketing Metrics
Digital Advertising Metrics and KPIs
Social Media Measurement
Testing 101
Designing A/B Tests
Statistics and Analytical Bias for Marketers
Measuring ROI With Attribution Modeling
Predictive Analytics and Machine Learning
Project
Track marketing performance, and use testing to optimize marketing performance.

Overview

It only matters if you can track it. In today's ever increasingly digital world, marketers must be able to understand and take action on the data being generated from marketing efforts. If leveraged effectively, measurement and analytics can open the door to a world of data-driven marketing decisions.

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

- Learn to distinguish metrics from key performance indicators (KPIs), separate them by scale and efficiency, and understand what different types of rates and ratios are telling you.

- Understand and analyze key metrics for email marketing, and ask the right questions to optimize performance of each metric.

- Understand how marketers think about social analytics and how those metrics enable you to monitor progress and optimize your campaign over time.

- Explore A/B testing — a simple way to test elements of your marketing material through experimentation in real-time with actual users.

Unit 5: Marketing Technology

Customer Insights
Introducing Marketing Technology
Tracking Campaigns with UTM Codes
Programmatic Ad Buying
Data Management Platforms (DMPs)
Dynamic Creative
Data Acquisition for Marketers
Building, Segmenting, and Maintaining an Email List
Email Automation
Chatbots
Intro to Big Data
Artificial Intelligence for Marketers
Project
Review the technologies you learned about, and consider how you could leverage them throughout your campaign.

Overview

Navigate the rapidly evolving marketing technology landscape, and learn about tools that can be applied to current marketing tactics to improve marketing performance.

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

- Understand where data comes from so you can examine the sources that are available to you, and think strategically about how to use data in your campaigns.

- Leverage automation, from approving design, to segmenting audiences, to optimizing metrics.

- Recent advances in technology have made AI more widely accessible so that marketers can use it to improve performance at every stage of the marketing funnel.