



## Certified Digital Marketing Specialist - Strategy & Planning

A specialist certification, this program is aimed at anyone involved in planning a digital strategy, or likely to be involved in this area in the future. Validated by the Digital Marketing Institute's Industry Advisory Council, the learning content is industry aligned and offers the opportunity to earn a globally recognized professional certification. Covered within this certification are social and customer service, big data and analytics, budget and resourcing, digital leadership and much more.

### **Why should I earn this certification?**

Planning and strategy are key to any digital marketing campaign. Earning this certification will introduce you to digital communications, and help you develop a measured and well-considered strategy and coherent plan for an organization.

Through dynamic lectures and case studies, you will gain a solid understanding of the theory and practical application of digital strategy, allowing you to implement a powerful marketing mix that sustains customer engagement and increases sales. This specialist certification will enable you to consolidate the essential skills needed to create well-measured digital strategies that convert.

### **What will I accomplish?**

Upon successful completion of a 3-hour computer-based examination, you will be awarded an invaluable and career changing specialist certification. This will help you to stand out from the crowd as a strategy and planning specialist and will help boost and advance your career.

Certified professionals will gain the knowledge and skills needed to plan and strategize digital campaigns that engage customers and increase sales for companies of any size. An internationally recognized certified professional badge will also be available for you to promote on your LinkedIn profile.

There are **nine modules** in the specialist certification:

1. Introduction to Strategy and Planning
2. Traditional Communications
3. Digital Communications
4. Digital Channels
5. Social Customer Service
6. Budget & Resourcing
7. Big Data & Analytics
8. Digital Leadership
9. Strategy Formulation & Plan



Module descriptions:

### **Introduction to Strategy & Planning**

This module will introduce you to the Digital Marketing Institute's 3i methodology and framework, which will enable you to plan and develop an effective strategy for your organization. You will learn how to address the complexities of planning and become familiar with the concept of strategic management and reporting.

### **Traditional Communications**

The Traditional Communications module looks at communications before digital marketing became widespread and how it has evolved over the years. You will explore the strengths of traditional communication methods, as well as realizing its limitations. It will help you understand how to respond to a range of different situations and how digital communications can be integrated with traditional approaches.

### **Digital Communications**

This module will introduce you to the concept of digital communications and how to use them to engage with an audience. You will also become familiar with the tools and timelines associated with a digital campaign and PR activities.

### **Digital Channels**

The Digital Channels module will introduce you to the value, characteristics and suitability of social media platforms and contextualize the digital landscape, including Search Marketing (SEO), Email Marketing, Digital Display Advertising, Mobile Marketing, and Social Media Marketing.

### **Social Customer Service**

This module looks at using social media as a customer service channel, peer-to-peer community conduit and how what is happening online is critically important to businesses. You will learn how to identify challenges and tactical approaches required for social crisis management, develop social networks and understand how to sustain customer engagement, strategize, build, measure and scale an enterprise-level social customer service operation.



## **Budget & Resourcing**

The Budget & Resourcing module looks at the crucial aspects of planning and maintaining a budget in your digital marketing strategy. On completion of this module, you will be familiar with the key areas to consider when creating a budget for digital activities and understand the range of documentation required.

## **Big Data & Analytics**

This module will provide you with a broad understanding of Big Data, Advanced Analytics and AI. You will learn the fundamental frameworks and understand how cutting-edge analytics tools are being used to help businesses succeed. You will learn the elements and practices that make up an efficient analytical approach and the main considerations when constructing a formal analytics program for your business

## **Digital Leadership**

The Digital Leadership module will guide you in your transition from a traditional to a digital strategy and empower you to mentor coach and lead your team in their digital marketing activities. You will learn how to bridge the gap between marketing and sales, act as a social leader, build and maintain awareness of your digital strategy and implement effective communication strategies.

## **Strategy Formulation & Plan**

The Strategy Formulation and Plan module will provide a structured conclusion to bring together all the strands of the Digital Strategy and Planning Program. It introduces you to methodologies for utilizing a SWOT Analysis to develop SMART objectives and create a coherent strategic plan for your organization.