

Digital Marketing Expert Level Certification



What participants will learn

- Participants will be able to define all marketing activities that use electronic devices connected to the internet to engage with customers (e.g., computers, tablets, smartphones).
- Participants will be able to plan and develop, optimize all the available digital marketing channels that will be effective for achieving the objectives defined for a product.
- SMstudy Certified Digital Marketing Experts are experienced facilitators who ensure that well-planned digital marketing strategies are in place to satisfy the targets set by the Corporate Marketing Strategy.

Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- SMstudy Certified Digital Marketing Expert certification by SMstudy

Examination Guidelines

An online proctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 180 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 240 minutes duration

Audience Profile

This certification is appropriate for Sales and Marketing Professionals and Specialists who are interested in becoming a Digital Marketing Expert.

Prerequisites

The candidate should have minimum of 5 years work experience. It is preferable to complete the SMstudy® Certified Digital Marketing Specialist and study all processes from the SMstudy Guide – Introduction and Digital Marketing book before applying for the SMstudy® Certified Digital Marketing Expert. It is also mandatory to gain 40 mandatory educational hours by attending Digital Marketing Expert classroom training provided by a SMstudy approved Authorized Training Partner (A.T.P.) and produce professional recommendation.

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Course Outline

Introduction

- A Brief History of Digital Marketing
- Corporate Strategy Overview
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview
- Digital Marketing Overview

Understand and Evaluate Digital Marketing (DM) Channels

- Understand Available DM Channels
- Evaluate DM Channels

Plan and Develop DM Channels

- Plan and Develop Website Channel
- Plan and Develop Mobile Channel
- Plan and Develop Social Media Channel

Optimize Website

- Optimize Website for Reach
- Optimize Website for Relationship
- Optimize Website for Reputation

Optimize Mobile/Tablet/Devices

- Optimize Mobile Site and App for Reach
- Optimize Mobile Site and App for Relationship
- Optimize Mobile Site and App for Reputation

Optimize Social Media

- Optimize Social Media for Reach
- Optimize Social Media for Relationship
- Optimize Social Media for Reputation

Other Important Elements of DM Channels

- E-mail Marketing
- Web Analytics
- Search Marketing
- Popular Social Media Platforms
- Affiliate Marketing
- Search Engine Optimization

The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.