

# Digital Marketing Professional 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).
- SMstudy Certified Digital Marketing Professionals are facilitators who ensure that well-planned digital marketing strategies are in place to satisfy the targets set by the 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 Professional 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
- 100 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 120 minutes duration

## Audience Profile

This certification is appropriate for anyone who is interested in becoming a Digital Marketing Professional.

## Prerequisites

There is no formal prerequisite for this certification. However, it is preferable to complete the SMstudy® Certified Digital Marketing Associate and study the recommended processes from the SMstudy Guide – Digital Marketing book before applying for the SMstudy® Certified Digital Marketing Professional. All the required resources are also provided as part of the online certification course.

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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.*