

CERTIFIED DIGITAL MARKETER

- **Module 01: INTRODUCTION TO DIGITAL MARKETING**
 - A JOURNEY INTO THE CDM PROGRAM
 - THE LIMITATIONS OF TRADITIONAL MARKETING AND THE RISE OF DIGITAL MARKETING
 - WHAT IS DIGITAL MARKETING?
 - GROWTH HACKING: INTRODUCTION
 - REVIEW/SUMMARY QUESTIONS

- **MODULE 02: MARKETING STRATEGY 2.0**
 - WHAT IS STRATEGIC PLANNING?
 - STRATEGIC PLANNING: BENEFITS
 - WHAT THE TRADITIONAL APPROACH TO MARKETING STRATEGY DOESN'T WORK
 - BENEFITS OF APPLYING MARKETING STRATEGY 2.0
 - MARKETING STRATEGY 2.0 (THE PROCESS)
 - FIND YOUR MOST PROFITABLE CUSTOMER
 - SET UP YOUR DIFFERENTIATION STRATEGY
 - SET YOUR MARKETING OBJECTIVES
 - REVIEW QUESTIONS

- **MODULE 03: CONTENT MARKETING AND LEAD MANAGEMENT**
 - THE BUSINESS CASE FOR CONTENT MARKETING
 - PRELIMINARY STEPS BEFORE STARTING YOUR CONTENT MARKETING
 - THE CONTENT MARKETING PROCESS
 - MEASURING THE PERFORMANCE OF CONTENT MARKETING
 - THE LOGISTICS BEHIND EFFICIENT CONTENT MARKETING
 - WORDPRESS (LAB)

- **MODULE 04: WEB DEVELOPMENT AND DESIGN**
 - THE VALUE OF YOUR WEBSITE
 - HOW THE WEB WORKS
 - WEB DESIGN FOR DIGITAL MARKETERS
 - 7 DESIGN PRINCIPLES TO INCORPORATE INTO YOUR WEBSITE
 - HIRING OUTSIDE HELP
 - DOING IT ON YOUR OWN
 - REVIEW/SUMMARY QUESTIONS
 - WIX (LAB)

- **MODULE 05: WEB ANALYTICS**
 - BENEFITS OF USING WEB ANALYTICS
 - HOW GOOGLE ANALYTICS WORKS
 - KEY TERM IN GOOGLE ANALYTICS
 - DEVELOPING YOUR MEASUREMENT STRATEGY
 - OVERVIEW OF GOOGLE ANALYTICS ACCOUNT STRUCTURE
 - GOOGLE ANALYTICS: ACCOUNT CREATION AND INSTALLATION
 - FILTERS

- GOOGLE ANALYTICS INTERFACE FEATURES
- AUDIENCE REPORTS
- ACQUISITIONS REPORTS
- BEHAVIOUR REPORTS
- CONVERSION REPORTS
- REVIEW/SUMMARY QUESTIONS

- **MODULE 06: SEARCH ENGINE MARKETING**
 - INTRODUCTION
 - SEA AND SEO
 - SEO (SEARCH ENGINE OPTIMIZATION)
 - ONSITE SEO
 - OFFSITE SEO
 - MEASURING YOUR SEO EFFORTS
 - REVIEW/SUMMARY QUESTIONS
 - WOORANK (LAB)
 - SEARCH ENGINE ADVERTISING
 - HOW GOOGLE ADS WORKS
 - CREATING AN OPTIMAL CAMPAIGN STRUCTURE
 - GOOGLE AS RANKING SYSTEM
 - CREATING HIGH-CONVERTING SEARCH ADS
 - SETTING UP CONVERSION TRACKING
 - REVIEW/SUMMARY QUESTIONS

- **MODULE 07: SOCIAL MEDIA MARKETING**
 - SOCIAL MEDIA MARKETING: INTRODUCTION
 - FACEBOOK MARKETING
 - CREATING AND MANAGING FACEBOOK PAGES
 - POSTING ON FACEBOOK
 - GETTING YOUR FIRST PAGE LIKES
 - ORGANIC REACH ON FACEBOOK
 - FACEBOOK PAGE INSIGHTS
 - FACEBOOK ADVERTISING
 - MANAGINE FACEBOOK ADS WITH ANALYTICS
 - INSTAGRAM MARKETING
 - TWITTER MARKETING
 - SETTING UP YOUR TWITTER ACCOUNT
 - POSTING ON TWITTER
 - BUILDING AND GROWING YOUR AUDIENCE ON TWITTER
 - TWITTER ADVERTISING
 - TWITTER ANALYTICS
 - LINKED IN MARKETING
 - BUILDING AN ATTRACTIVE LINKEDIN PROFILE
 - SETTING UP YOUR LINKEDIN PROFILE
 - BUILDING RELATIONSHIPS AND CONVERTING LEADS ON LINKEDIN
 - SETTING UP A COMPANY PAGE AND ADVERTISING ON LINKEDIN
 - SOCIAL MEDIA MANAGEMENT PLATFORMS
 - REVIEW/SUMMARY QUESTIONS

- **MODULE 08: E-MAIL MARKETING**
 - EMAIL MARKETING
 - CORE PRINCIPLES
 - CREATING AND SETTING UP YOUR MAIL MARKETING WITH MAILCHIMP
 - ADDING CONTACTS/SUBSCRIBERS TO MAILCHIMP LISTS
 - BUILDING YOUR EMAIL LIST
 - CREATING SIGN-UP FORMS WITH MAILCHIMP TO COLLECT EMAIL USERS ON YOUR WEBSITE
 - SEGMENTATION
 - CREATING AN EMAIL CAMPAIGN WITH MAILCHIMP
 - A/B TESTING
 - EMAIL ANALYTICS
 - ANTI-SPAM REGULATIONS AND POLICIES
 - REVIEW/SUMMARY QUESTIONS

- **MODULE 09: VIDEO MARKETING**
 - INTRODUCTION
 - YOUTUBE STRATEGY
 - SETTING UP YOUR YOUTUBE CHANNEL
 - YOUTUBE VIDEO PRODUCTIONS
 - UPLOADING AND OPTIMIZING VIDEO ON YOUTUBE
 - ADDING AN END SCREEN TO YOUR VIDEO
 - GROWING YOUR YOUTUBE CHANNEL WITH SEO
 - YOUTUBE: MONETIZATION & ADVERTISING
 - ADDITIONAL FEATURES TO INCREASE VIEWS AND WATCH TIME
 - YOUTUBE ANALYTICS
 - REVIEW/SUMMARY QUESTIONS

- **MODULE 10: MOBILE & AFFILIATE MARKETING**
 - MOBILE MARKETING
 - BUILDING A WEB PRESENCE WITH A MOBILE FOUNDATION
 - GETTING MOBILE TRAFFIC THROUGH LOCAL SEO
 - SMS & MMS MARKETING
 - MOBILE APPS
 - PROXIMITY MARKETING
 - AFFILIATE MARKETING
 - THE MAIN ELEMENTS OF AN AFFILIATE PROGRAM
 - THE FIVE PRINCIPLES OF AFFILIATE PROGRAM MANAGEMENT
 - REVIEW/SUMMARY QUESTIONS