



DMI – Certified Digital Marketing Professional

Overview

Digital technologies have changed the way we work, live and communicate. However, many companies in Malaysia have yet to adopt digital in a big way.

This is especially true of the micro and SME sectors in Malaysia. According to a research carried out by Cisco Systems Malaysia and business school IMD, 4 out of 10 businesses currently operating in any industry, will be displaced due to digital disruption.

Businesses today have to equip themselves with digital knowledge, or risk going out of business in the near future. Digital solutions also help retail companies become more productive and efficient as well.

Who Should Attend?

The Certified Digital Marketing Professional program is aimed at:

- Traditional Marketers and Marketing Executives
- Marketing Managers and Senior Management
- IT Managers
- Those responsible for developing or implementing a digital marketing strategy for their organization

Course Outcome

Upon successful completion of this course, participants should be able to:

- Conduct digital research, set business objectives for campaigns and develop a targeted digital marketing strategy
- Build and publish a well -designed and high performing and optimized website aligned to your business goals
- Create and curate compelling and innovative content that drives ROI
- Create and manage paid campaigns in Google AdWords

Duration

5 days

Certificate

Certified Digital Marketing Professional

Certification Body

Digital Marketing Institute, Ireland

Course Outline

The Certified Digital Marketing Programme consists of 9 modules:

Module 1: Digital Marketing Foundations

- Digital trends disrupting the sectors
- The 3 I's of digital marketing
- The PROPEL model

Module 2: Search Engine Optimisation (SEO)

- Tactics for enhancing your website's position and ranking with search engines
- Concepts of SEO
- Building an effective SEO strategy

Module 3: Search Engine Marketing (SEM)

- How to implement and manage search advertising campaigns
- Concepts of SEM
- Building an effective SEM strategy

Module 4: Email Marketing

- Best practices for creating and delivering effective email marketing campaigns
- Four foundations of email marketing
- Subscriber Management
- Email Design
- Delivery
- Reporting

Module 5: Social Media Marketing

- Effectively engage with customers on social media
- Which platform should you be on?
- Building a social media strategy for your business

Module 6: Analytics & Data

- Why data is the bedrock for anything on digital?
- How to measure, monitor and optimise your digital marketing campaigns
- Setting up a formal analytic programme

Module 7: Content Marketing

- What is content marketing?
- Why is it important?
- How to implement a content strategy
- Tools and best practices

Module 8: Digital Strategy

- What is the difference between digital and traditional strategy?
- How to build an effective strategy?
- Tools and best practices

Module 9: Website Optimisation

- What is website optimization?
- 3-step process for optimization
- Tools and best practices