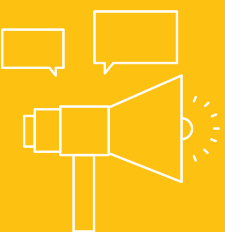


DIGITAL MARKETING SPECIALIST



simpli|learn

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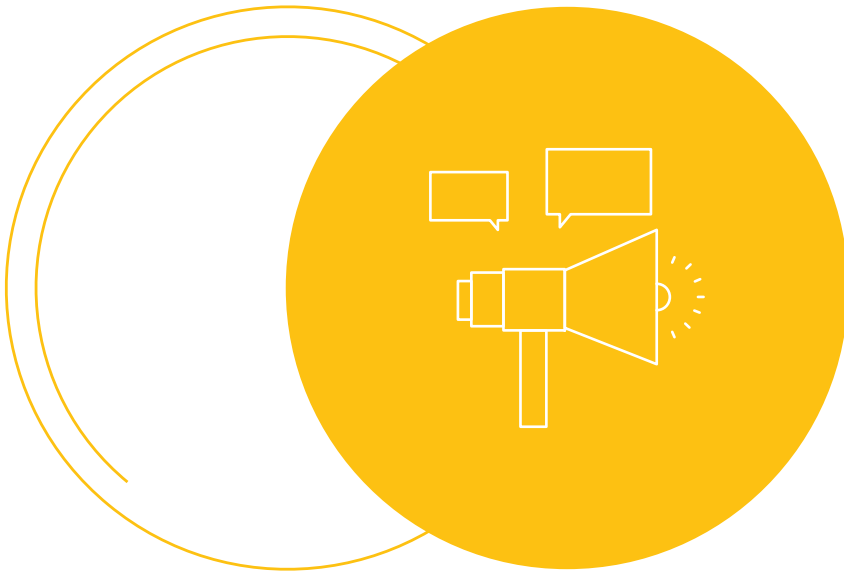
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About the Course








The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse with in-depth expertise in every branch of online marketing. The training is structured around a proven learning path prescribed by senior industry leaders.

Hands-on learning with live projects and simulation exams complements world-class course content in SEO, PPC, social media, and web analytics. Learners have the flexibility to attend as many of the 35+ live online instructor-led classes as necessary. Monthly mentoring sessions by international keynote influencers and thought leaders round out the learning, adding a global dimension to the training.

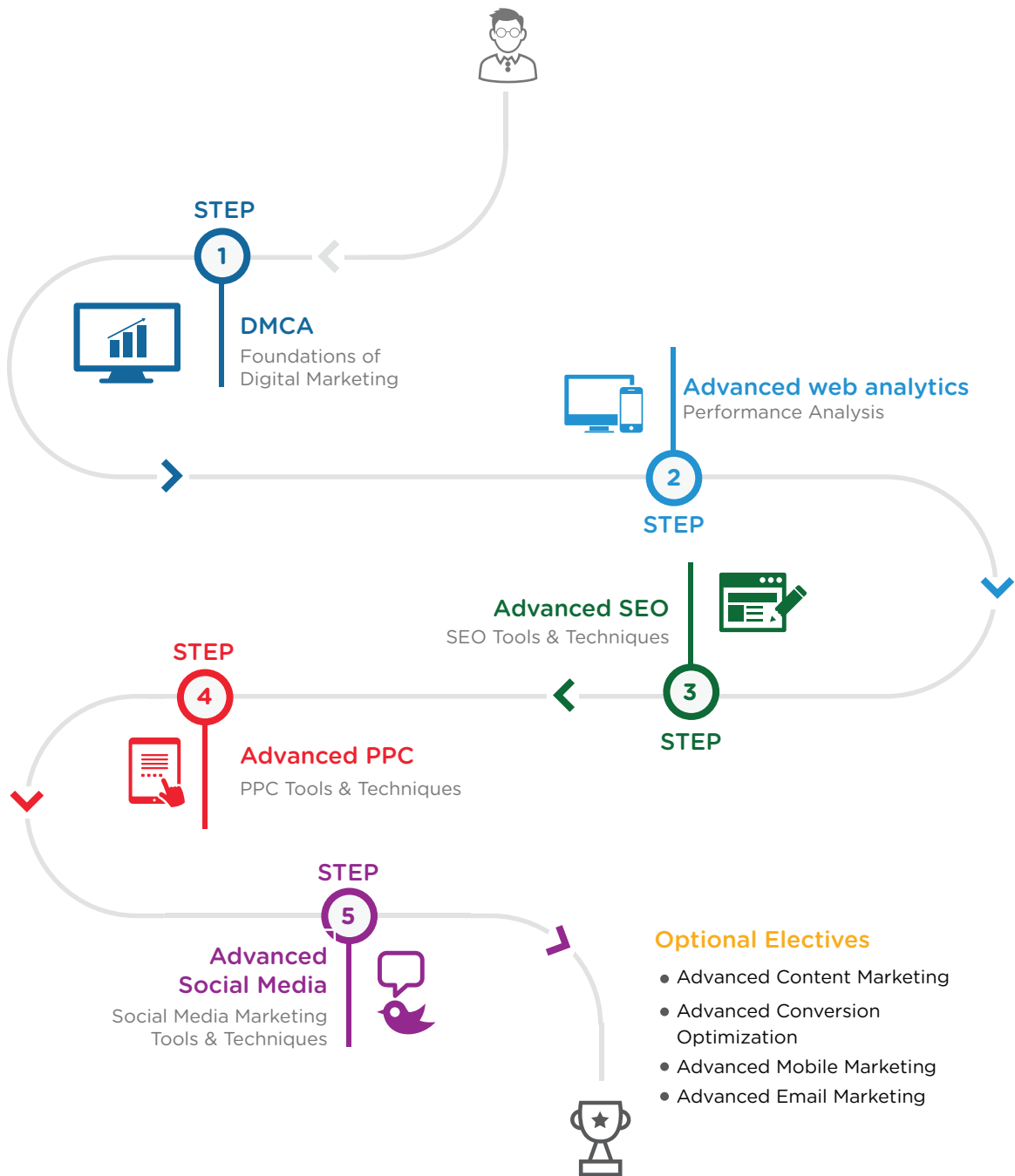
The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse



Key Features

-  Industry-recommended learning path
-  Access to 35+ live, instructor-led batches for the key course
-  Exclusive access to Digital Marketing Experts
-  Earn a Masters Certification on completion
-  Prepares learners for 12+ certifications
-  Covers 40+ digital marketing tools
-  More than 250 hours of high-quality eLearning

Learning Path



DIGITAL MARKETING SPECIALIST

STEP **1** 2 3 4 5

Get ready for the Market

Digital Marketing Certified Associate

The Digital Marketing Certified Associate (DMCA) program is designed to train beginners in the essentials of online marketing. Prepared by leading digital marketers, the course offers foundational training in the major digital marketing specialties. Real-world industry projects offer a platform to acquire hands-on learning expertise with the most important digital marketing tools. The course equips learners with the skills required to plan and execute digital marketing campaigns in any industry.



Key Learning Objectives

- ✓ Deep domain expertise in 11 digital marketing disciplines, including search engine optimization (SEO), social media marketing, pay-per-click (PPC), conversion optimization, web analytics, content marketing, mobile marketing, email marketing, programmatic buying, marketing automation, and digital marketing strategy.
- ✓ Strategic and execution expertise in Google Analytics, Google AdWords, Facebook Marketing, Twitter, and YouTube.

Real-world problem-solving through projects using Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing.

- ✓ Formulate, plan, and execute effective digital marketing strategies with the digital marketing strategy module.
- ✓ Prepare for top digital marketing certification exams such as OMCA, Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing.
- ✓ Advanced training in Twitter Advertising with course content developed in partnership with Twitter.

STEP 1 2 3 4 5

Become a Data Wizard

Advanced Web Analytics

The Advanced Web Analytics certification training program is designed to train learners in advanced web data analytics, multi-channel analytics, and qualitative search.

Prepared by leading web analytics experts, the course builds on the Digital Marketing Certified Associate training with deep expertise-building in all facets of web analytics. Real-world industry projects offer a platform to acquire hands-on skills in popular web analytics platforms. The course equips learners with the knowledge required to assess visitor behavior and execute data-driven decisions for marketing teams.



Key Learning Objectives

- ✓ Expertise in web data analytics and insight generation
- ✓ Experience designing a multi-channel analytics strategy
- ✓ Internal search and competitive intelligence analysis
- ✓ Ability to confidently analyze and provide business solutions
- ✓ Conduct qualitative research and deliver actionable, data-driven business insights

Course Curriculum

- ✓ Introduction to Web Analytics
- ✓ Key Performance Indicators and Analytical Techniques
- ✓ Segmentation
- ✓ Reports and Metrics Making Web Analytics Actionable
- ✓ Web Data Analysis Guide
- ✓ Qualitative Research
- ✓ Experimentation and Testing
- ✓ Competitive Intelligence Analysis
- ✓ Multi-Channel Analytics
- ✓ Dashboards
- ✓ Industry Models Complex Measurement and Approaches
- ✓ Social Media Analytics
- ✓ Google-Specific Techniques and Reports

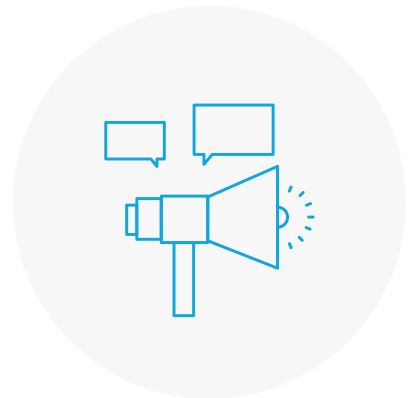


STEP 1 2 **3** 4 5

Become a SEO Whiz

Advanced SEO

The SEO Specialist Masters program is designed to transform learners into effective, industry-ready Search Engine Optimization specialists. Built around a structured learning path prescribed by industry experts, the program includes modules in all facets of search engine optimization, including on-page SEO, link building, content marketing, web analytics, and more. Gain experience in strategizing and executing inbound marketing initiatives with industry projects.



Key Learning Objectives

- ✓ In-depth knowledge of keyword research to boost online visibility of a business
- ✓ Hands-on experience in devising an SEO strategy to drive organic traffic
- ✓ Advanced link-building expertise, including internal link-structure analysis and optimization



STEP 1 2 3 4 5

Become a Paid Marketing Master

Advanced PPC

The PPC Specialist Masters Program is designed to transform learners into PPC marketing specialists. Prepared by leading influencers and thought leaders, the course offers in-depth training in all areas of PPC marketing. Real-world industry projects offer hands-on experience in executing paid advertising campaigns for a variety of industries.



Key Learning Objectives

- ✓ Deep expertise in the principles and techniques of PPC advertising, including the auction model, ranking algorithms, and post-click activity
- ✓ Knowledge of the differences between search engines and their impact on campaigns
- ✓ Hands-on experience testing campaign models, campaign settings, and campaign optimization techniques
- ✓ Proficiency in writing ads, landing page development, and ad group design
- ✓ Knowledge of market research techniques to analyze competitor PPC strategy

Course Curriculum

- ✓ Introduction to PPC Advertising
- ✓ Introduction to Keywords and Match Types
- ✓ Writing Effective Ad Copy and Introduction to Landing Pages
- ✓ Campaign Settings
- ✓ Conversion Tracking, Bidding, and Reporting
- ✓ The Content/Display Network
- ✓ Account Organization
- ✓ Quality Score
- ✓ Creating Your Account Strategy and Launching and Monitoring
- ✓ Accounts
- ✓ Testing and Advanced Landing Page Strategy
- ✓ Tools and Other Networks



STEP 1 2 3 4 5

Become a Social Media Artist

Advanced Social Media

The SEO Specialist Masters program is designed to transform learners into effective, industry-ready Search Engine Optimization specialists. Built around a structured learning path prescribed by industry experts, the program includes modules in all facets of search engine optimization, including on-page SEO, link building, content marketing, web analytics, and more. Gain experience in strategizing and executing inbound marketing initiatives with industry projects.



Key Learning Objectives

- ✓ Learn how to draw more traffic, gain visibility, and promote brand awareness
- ✓ Knowledge of advanced social media principles and platforms
- ✓ Hands-on experience implementing social media strategy and tactics
- ✓ Sound understanding of influencer marketing
- ✓ Deploy the latest strategies to plan, execute, and assess a comprehensive and effective social media campaign for corporations, government agencies, or non-profit organizations

Course Curriculum

- ✓ Introduction to Social Media
- ✓ Creating a Social Media Strategy
- ✓ Understanding Paid Earned and Owned Social Media
- ✓ Social Sharing
- ✓ Blogging for Business
- ✓ Finding and Communicating with Influencers
- ✓ Video and YouTube
- ✓ YouTube Advertising
- ✓ Social Networking and Facebook
- ✓ Facebook Advertising
- ✓ Microblogging and Twitter
- ✓ Twitter Advertising
- ✓ Online Reputation Management
- ✓ Social Media Measurement
- ✓ Social Media Analytics
- ✓ Pinterest Marketing
- ✓ Marketing through LinkedIn
- ✓ Instagram



Other Electives:

Advanced Content Marketing

The Advanced Content Marketing Program trains learners in the principles and techniques of content marketing. Prepared by leading influencers and thought leaders, the course offers avenues for deep expertise building in planning, executing, and monitoring content marketing strategy. The course covers all areas of content marketing, including SMM, event marketing, content strategy, and more.



Advanced Conversion Optimization

The Advanced Conversion Optimization Program trains learners in the principles and techniques of optimizing webpages to maximize lead conversion as well as drive revenue. Prepared by leading influencers and conversion specialists, the course covers all elements of the discipline, including page design, persuasion, wire-framing, web analytics, product optimization, and more.



Advanced Mobile Marketing

The Advanced Mobile Marketing Program is designed to transform learners into industry-ready mobile marketers with skills in mobile advertising, responsive design, mobile analytics, and more. Prepared by leading experts in the field, the course is a great choice for teams of marketing professionals, business development professionals, and entrepreneurs.



Advanced Email Marketing

The Advanced Email Marketing Program is designed to transform learners into email marketing strategists. Prepared by leading digital marketing experts, the course trains learners in strategizing and executing email campaigns for all purposes, including sales, promotions, business solicitations, brand building, and credibility building.



Advisory Board Members:



Brad Geddes is the author of *Advanced Google AdWords*, and the founder of *Certified Knowledge*. He frequently writes columns for *Search Engine Land* and co-moderates the *AdWords* forum on *Webmaster World*. He has led more than 60 *AdWords* seminars.

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Jennifer Evans Cario

President of SugarSpun, *Expert Author on Social Media*



Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She was listed in Forbes as one of the top 20 women social media power influencers and was crowned the Social Influencer of Europe by Oracle.

Lilach Bullock

[Forbes Top Women Social Media Influencer](#)



Danny Dover is the author of the bestselling book Search Engine Optimization Secrets and co-founded 'Making it Click'. Danny's expertise has been cited in Time Magazine, PC World, Smashing Magazine, and more. Before starting his own company, Danny was Lead SEO at Moz.com.

Danny Dover

[Expert SEO, Former Lead SEO of MOZ, Author](#)



Greg Jarboe is President and co-founder of SEO-PR, an award-winning content marketing agency. He is the author of YouTube and Video Marketing: An Hour a Day.

Greg Jarboe

[Expert Content Marketer, President of SEO-PR, Author](#)



Jeff Hasen is the founder and president of mobile consultancy Gotta Mobilize and is the author of two books, *The Art of Mobile Persuasion* and *Mobilized Marketing*. He has also been named as one of the top Chief Marketing Officers on Twitter.

Jeff Hasen

Mobile Marketing Expert, President of Gotta Mobilize, Author



Matt Bailey is the founder and president of SiteLogic, and the author of *Internet Marketing: An Hour A Day*. Matt also serves on the Advisory Board for Incisive Media's Search Engine Strategies Conferences, and is the conference's one of the highest-rated speakers.

Matt Bailey

Expert Internet Marketer, President of SiteLogic, Author





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