



DIGITAL MARKETING PROFESSIONAL CERTIFICATE



DMPC™ Version 012022

CertiProf®

Digital Marketing Professional Certificate DMPC™

Syllabus V012022

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Introduction

Digital Marketing Professional Certificate DMPC™ Program provides a detailed understanding about Digital Marketing concepts, strategies and implementation, including email and Search Engine Optimization (SEO) campaigns, Pay-per-click (PPC) campaigns, social marketing, retargeting and integrating digital marketing with traditional marketing.

This certification will help you improve your marketing skills and knowledge by helping you get more visibility into the digital world.

Learning Objectives

- Learn how to use content to connect with your customers
- Track customers from the first interaction with your brand
- Optimize your website for conversion
- Understand key digital concepts and KPI's
- If you are new in the field, it can help you start a new career

Certification Exam

This study program has an exam in which the candidate must obtain a score to obtain the Digital Marketing Professional Certificate DMPC™ certification.

- Format: Multiple choice
- Questions: 40
- Language: English/Spanish/Portuguese
- Pass Score: 32/40 or 80 %
- Duration: 60 minutes maximum
- Open book: No
- Delivery: This examination is available Online
- Supervised: It will be at the Partner's discretion

Certification Eligibility

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

Content

Digital Marketing Overview

- What is Digital Marketing?
- The Digital Marketing Tree
- Understanding the New World
- Successful Companies
- The Business Model Canvas
- Target Audience
- Buyer Persona
- Digital Marketing Customer Journey

Key Concepts

- Content Marketing and Blogging
- Blog
- Podcast
- Video Marketing
- Inbound Marketing
- Content Curation
- Integrated on/offline Marketing
- Sales Funnel

Lead Generation

- Marketing Offer – Attractive / Relevant Offer
- Landing Page
- Conversion Page – Thank You Page

Search Marketing

- Key Principles
- Search Marketing: SEO
- Search Marketing: PPC

Digital Display Advertising

- Display Advertising

User Experience and Usability

- Web Design
- Usability
- Responsive Design
- Optimization
- Common Website Errors
- Affiliate Marketing

Email Marketing

- Email Marketing

- Goal Setting
- List Creation
- Segmentation
- Deliverability
- Legal Compliance
- Automation
- Drip Marketing

Social Media Marketing

- Social Media Management and Monitoring
- Turning Fans Into Buyers
- Tools

Retargeting

- How Retargeting Works
- Retargeting / Remarketing

Recap

- Site Map
- Keyword Research
- Don't Copy Content
- White hat SEO vs Black Hat SEO
- Google Crawler
- Remember

Tracking and Measurement

- Tracking and Measurement