



# Professional Digital Marketing Diploma





## OverView

The Professional Digital Marketing Diploma program is designed to provide individuals with a comprehensive understanding of digital marketing strategies, tools, and techniques. In today's digital era, businesses rely heavily on effective online marketing to reach and engage their target audiences. This program equips participants with the knowledge and skills to plan and execute successful digital marketing campaigns across various platforms and channels. From search engine optimization (SEO) to social media marketing, participants will gain practical expertise to thrive in the dynamic field of digital marketing.



## Program's Objectives



01

**Gain In-Depth Digital Marketing Knowledge:** Acquire a solid foundation in digital marketing principles, concepts, and strategies. Understand the critical components of a successful digital marketing campaign and how different tactics work together to achieve marketing goals.

02

**Develop Proficiency in Digital Marketing Tools:** Use various digital marketing tools and platforms effectively. Gain hands-on experience with tools for search engine optimization, social media management, email marketing, analytics, and more.

03

**Understand Audience Targeting and Segmentation:** Learn how to identify and understand target audiences and effectively segment them based on demographics, interests, and behaviors. Develop strategies to deliver personalized and targeted marketing messages.

04

**Master Search Engine Optimization (SEO):** Learn techniques to optimize websites and content for search engines. Understand keyword research, on-page and off-page optimization, link building, and other SEO best practices to improve organic search rankings.

05

**Harness the Power of Social Media Marketing:** Develop expertise in leveraging social media platforms to promote products, engage with audiences, and drive brand awareness. Understand content creation, community management, paid advertising, and social media analytics.



06

**Effectively Utilize Pay-Per-Click (PPC) Advertising:** Learn how to plan, create, and manage PPC advertising campaigns using platforms like Google Ads. Understand keyword bidding, ad targeting, copywriting, and campaign optimization to drive qualified traffic and conversions.

07

**Implement Email Marketing Campaigns:** Gain knowledge of email marketing strategies, including list building, email design, segmentation, automation, and performance tracking. Learn how to create compelling email content and optimize campaigns for maximum engagement.

08

**Develop Content Marketing Strategies:** Understand the importance of content marketing in building brand authority and driving customer engagement. Learn to create and distribute valuable content across various formats, such as blog posts, videos, infographics, and podcasts.

09

**Analyze and Optimize Digital Marketing Performance:** Gain proficiency in tracking, analyzing, and optimizing digital marketing campaigns. Learn to use data analytics tools to measure key performance indicators (KPIs), identify trends, and make data-driven decisions.

10

**Stay Updated with Industry Trends:** Develop a habit of continuous learning and staying updated with the latest trends, technologies, and best practices in digital marketing. Understand emerging platforms, channels, and strategies to stay ahead in the rapidly evolving digital landscape.



## Program's Outlines

01

### Introduction to Digital Marketing

- Definition and importance of digital marketing
- Evolution of digital marketing and its impact on businesses
- Key digital marketing channels and platforms

02

### Fundamentals of Digital Marketing

- Consumer behavior in the digital age
- Understanding digital marketing funnels and customer journeys
- Setting marketing objectives and KPIs

03

### Website Optimization and Search Engine Optimization (SEO)

- Website design and user experience (UX) principles
- Keyword research and on-page optimization
- Off-page optimization and link-building strategies

04

### Social Media Marketing

- Introduction to social media platforms and their demographics
- Social media strategy development
- Content creation and community management
- Social media advertising and analytics

05

### Pay-Per-Click (PPC) Advertising

- Introduction to PPC advertising platforms (e.g., Google Ads, Facebook Ads)
- Keyword research and ad targeting strategies
- Ad copywriting and best practices
- Campaign optimization and performance tracking

06

### Email Marketing

- Building an effective email marketing strategy
- List building and segmentation techniques
- Email design and copywriting
- Automation and personalization in email marketing

07

### Content Marketing

- Understanding content marketing and its role in digital marketing
- Content ideation and creation strategies
- Content distribution and promotion techniques
- Measuring content marketing effectiveness

08

### Social Media Advertising

- Overview of social media advertising platforms (e.g., Facebook Ads, LinkedIn Ads)
- Targeting options and ad formats
- Campaign setup, budgeting, and optimization
- Tracking and analyzing social media ad performance

09

### Analytics and Data-Driven Marketing

- Introduction to digital marketing analytics tools (e.g., Google Analytics)
- Key metrics and tracking implementation
- Data analysis and reporting
- Using data to optimize marketing strategies

10

### Emerging Trends in Digital Marketing

- Artificial intelligence (AI) and machine learning in marketing
- Voice search and optimization
- Influencer marketing and user-generated content
- Augmented reality (AR) and virtual reality (VR) in marketing

11

### Capstone Project

- Apply acquired knowledge and skills to develop a comprehensive digital marketing campaign
- Present and defend the campaign strategy and execution



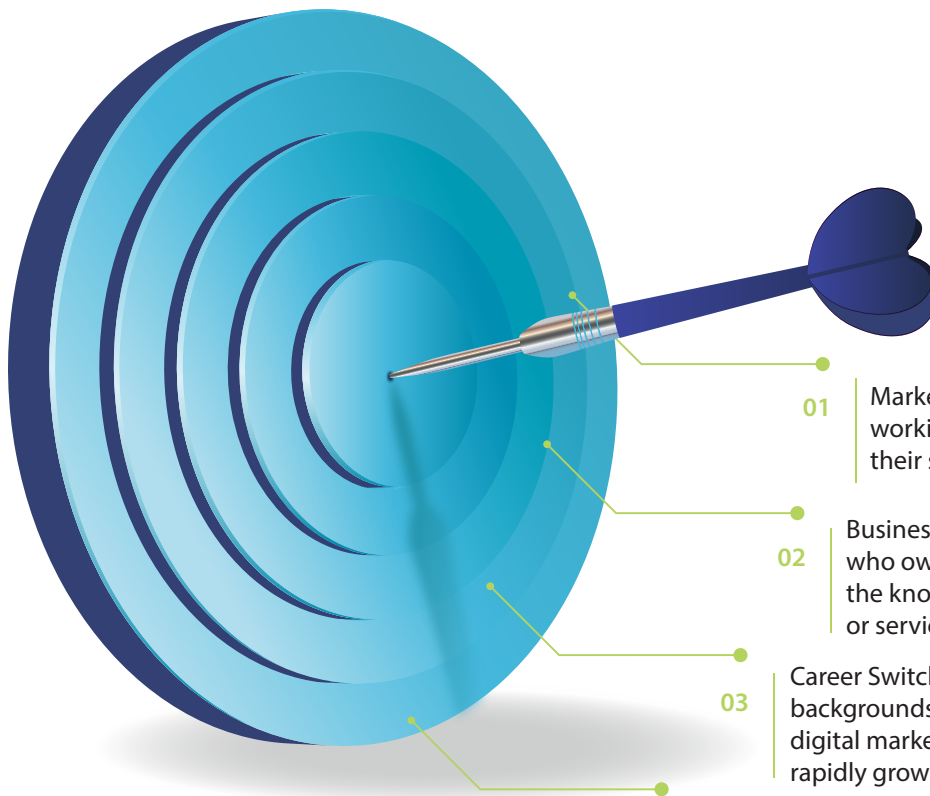
## Why is it Important?

Digital marketing has become an integral part of modern business strategies.

With the increasing reliance on digital channels for marketing and customer engagement, professionals with strong digital marketing skills are in high demand. The Professional Digital Marketing Diploma program provides individuals with the knowledge and practical expertise needed to excel in this field. By understanding the nuances of digital marketing, participants can help businesses reach their target audiences effectively, drive brand awareness, generate leads, and achieve marketing objectives.



## Targeted Audience



01 Marketing Professionals: Individuals already working in marketing roles who want to expand their skills and specialize in digital marketing.

02 Business Owners and Entrepreneurs: Individuals who own or manage businesses want to acquire the knowledge and skills to market their products or services online effectively.

03 Career Switchers: Professionals from diverse backgrounds who want to transition into digital marketing and build a career in this rapidly growing industry.

04 Graduates and Students: Recent graduates or students who want to enhance their employability by gaining practical digital marketing skills and knowledge.



## Eligibility

There are no specific eligibility criteria for the Professional Digital Marketing Diploma program. It is open to individuals from various educational and professional backgrounds. Basic computer literacy, internet navigation skills, and a passion for digital marketing are recommended.



## Career Path and Opportunities

Upon completion of the Professional Digital Marketing Diploma program, participants can pursue a range of exciting career opportunities in digital marketing, including:

- Digital Marketing Specialist/Executive
- Social Media Manager
- SEO Specialist
- PPC Specialist/Manager
- Content Marketing Manager
- Digital Marketing Analyst:
- Digital Marketing Manager
- E-commerce Marketing Manager
- Digital Marketing Consultant



## Outcomes and Professional Benefits

Curate your one-of-a-kind learning experience with LBS's Certificate in Management and build the skills you need to enhance your leadership journey. Mastering Digital Marketing in an AI World is one of the courses that count towards the criteria for gaining the Certificate in Management from London Business School.



## Exam Details

The exam is 180 minutes long (3 hours) and consists of a total of 200 questions. The passing score for this exam is %60. A range of different question item formats are used within the Professional Diploma in Digital Marketing (Syllabus Version 9.0) as follows:

- Multiple choice questions (MCQ)
- Image-supported multiple choice questions (MCQ)
- Matching or drag-and-drop Questions