



DIGITAL MARKETING PROFESSIONAL CERTIFICATE



DMPC™ Version 012022

CertiProf®

Learning Objectives

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

Who is CertiProf®?

CertiProf® is an Examination Institute founded in United States in 2015. Located in Sunrise, Florida.

Our philosophy is based on the creation of knowledge in community and for this purpose its collaborative network is made up of:

- **CLL's (CertiProf Lifelong Learners)** certification candidates are identified as Continuing Learner, proven their unwavering commitment to lifelong learning, which is vitally important in today's ever-changing and expanding digitalized world. Regardless of whether they win or fail the exam.
- **ATP's (Accredited Trainer Partners)** universities, training centers and facilitators worldwide make up our partner network.
- **Authors (co-creators)** are industry experts or practitioners who, with their knowledge, develop content for the creation of new certifications that respond to the needs of the industry.
- **Internal Staff:** Our distributed team with operations in India, Brazil, Colombia, and The United States is in charge of overcoming obstacles, finding solutions and delivering exceptional results.

Our Accreditations and Affiliations



Who should attend this certification?

Lifelong learners interested in boosting their Digital marketing knowledge and making it a key component of their careers or daily business activities.

- Individuals looking for an entry-level position in digital marketing
- Marketing professionals seeking new skills or advancement
- Mid-level marketing professionals seeking to modernize their skill set
- Business professionals or non-profit employees who oversee the marketing function for their organization



Badge



Type: Certification

Cost: Free

[Additional Details](#)

Digital Marketing Professional Certificate -DMPC

Issued by [CertiProf](#)

Digital Marketing Professional Certificate holders have detailed knowledge of digital marketing concepts, strategies and application, including email and Search Engine Optimization (SEO) campaigns, Pay-Per-Click (PPC) campaigns, social marketing, retargeting and the integration of digital marketing with traditional marketing. They have validated their skills and knowledge to achieve more visibility in the digital world.

Skills

Content Marketing & Strategies

Data Collection

Digital Marketing

Digital Marketing And Social Media

Keyword Research

Pay Per Click Advertising

Search Engine Optimization (SEO)

Social Media Social Retargeting

<https://www.credly.com/org/certiprof/badge/digital-marketing-professional-certificate-dmpc>

Lifelong Learning

Earners with this badge have proven their unwavering commitment to lifelong learning, vitally important in today's ever-changing and expanding digital world. It also identifies the qualities of an open-minded, disciplined, and constantly evolving mind, capable of using and contributing its knowledge to develop a more equal and better world.

Earning Criteria:

- Be a CertiProf® certification candidate
- Be a continuous and focused learner
- Identify with the concept of lifelong learning
- Truly believe and identify with the concept that knowledge and education can and should change the world
- Want to boost your professional growth



SHARE AND VERIFY

YOUR LEARNING
ACHIEVEMENTS EASILY

#DMPC #CertiProf



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Digital Marketing Overview



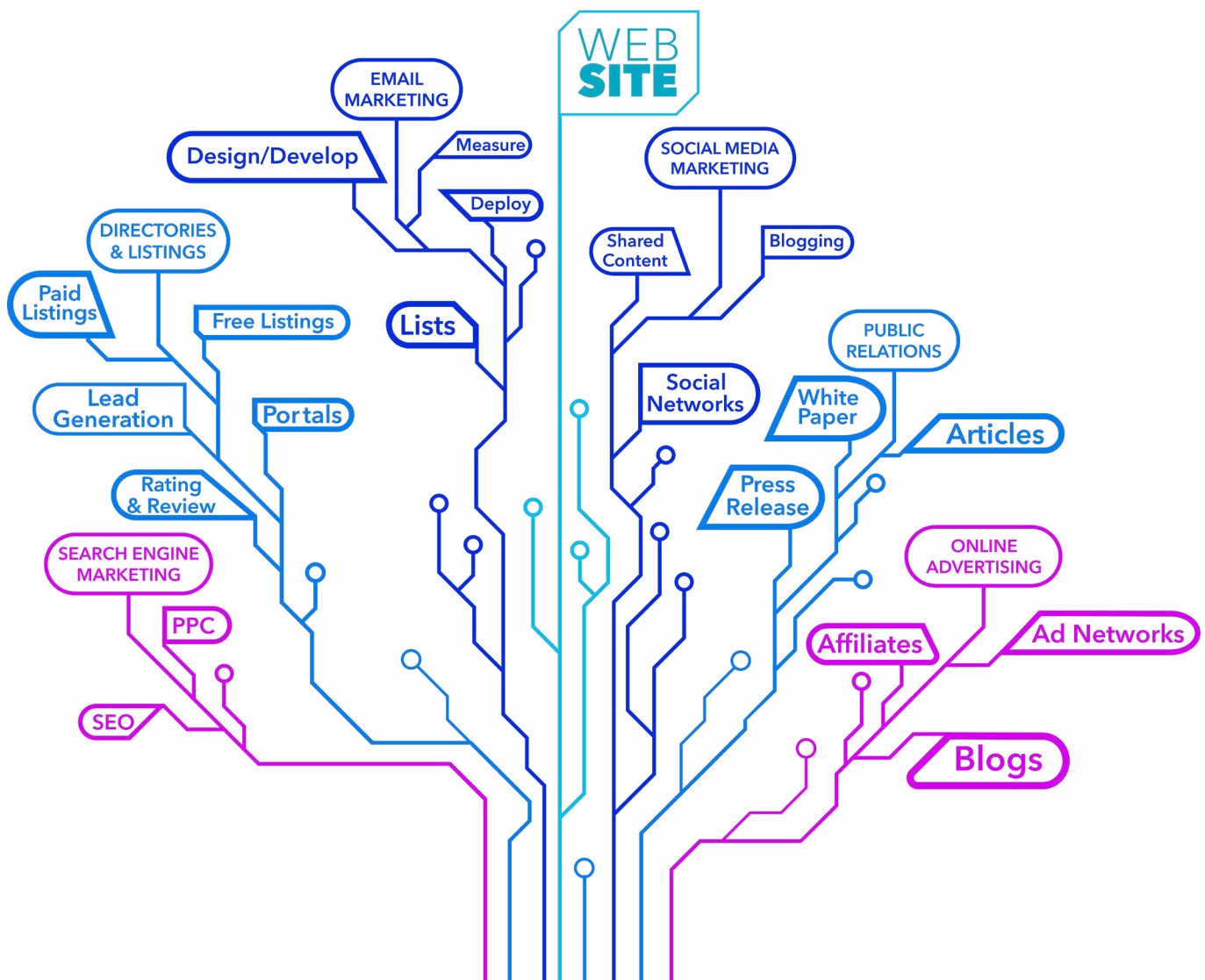
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What is Digital Marketing?

Digital marketing is the promotion and advertising of brands delivered through digital channels to connect with potential customers, using the internet and tools of digital communication like E-Mail, web-based advertising, mobile apps, and social media.

The Digital Marketing Tree



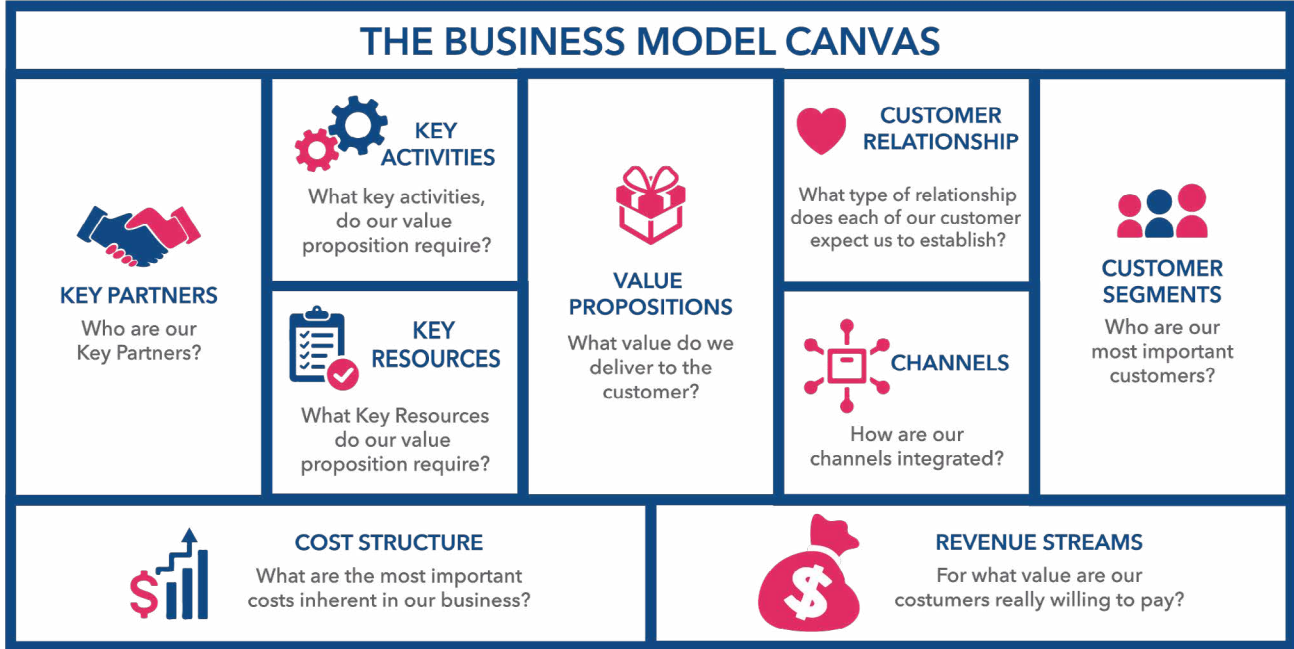
Understanding the New World



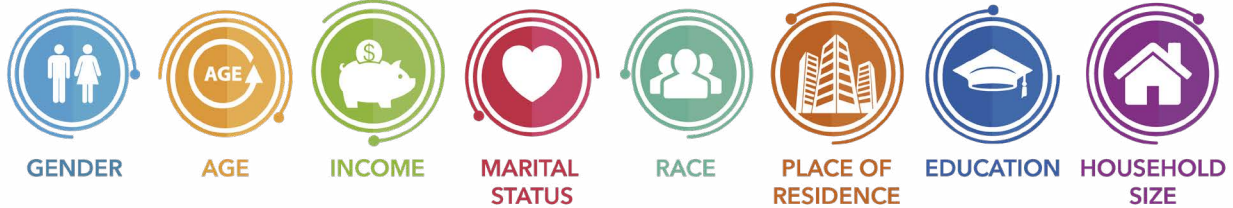
Successful Companies



The Business Model Canvas



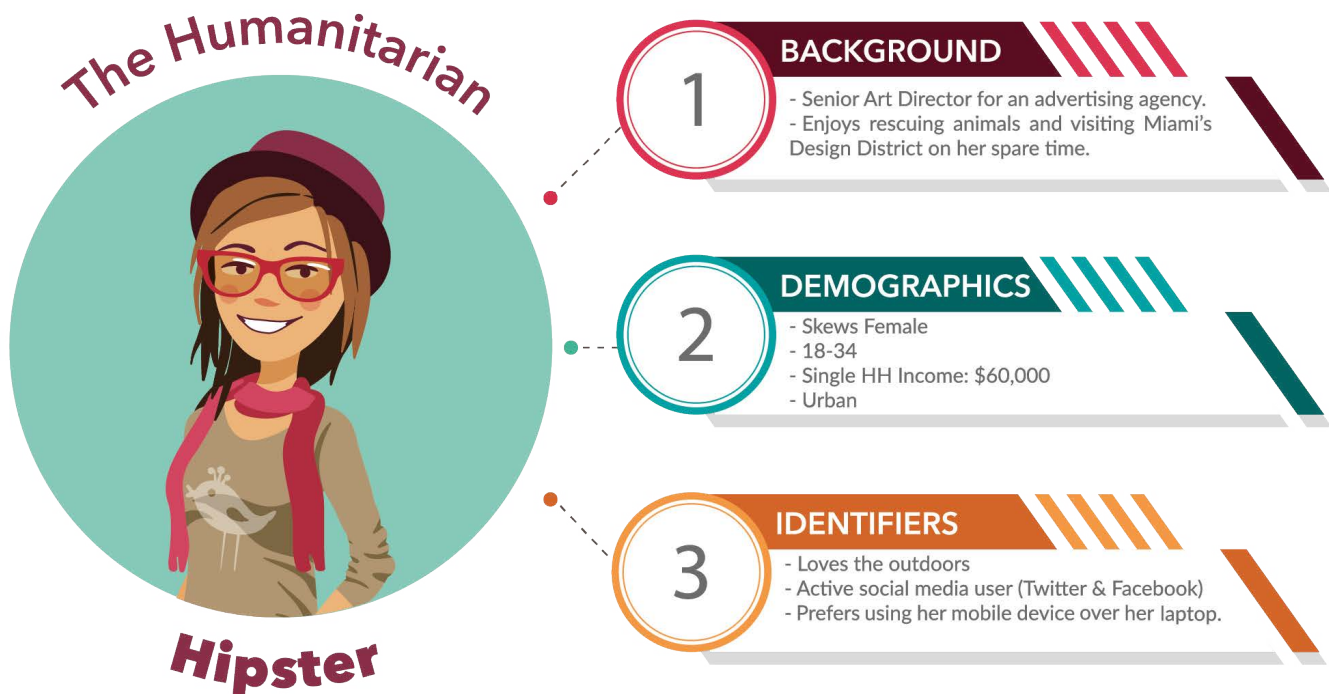
Target Audience



Buyer Persona

- A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers
- When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better
- Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organization. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business

<https://blog.hubspot.com>



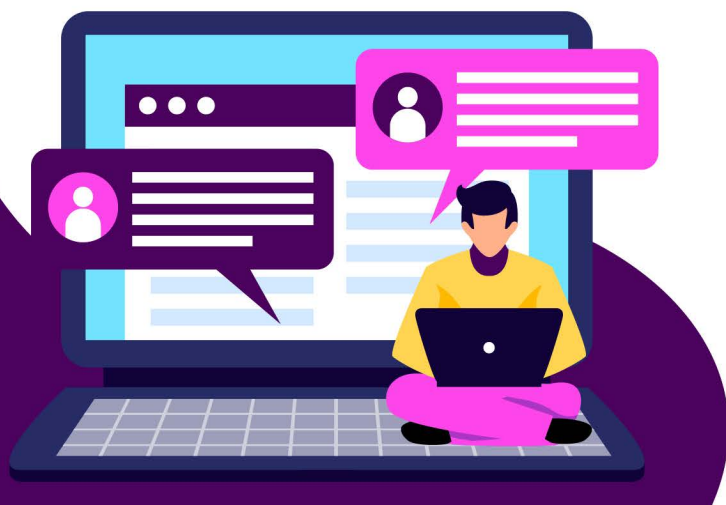
Digital Marketing Customer Journey



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Key Concepts



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Content Marketing and Blogging

Content marketing is a form of marketing focused on creating, publishing and distributing content for a targeted audience online. It is often used by businesses in order to:

- Attract attention and generate leads
- Expand their customer base
- Increase online sales
- Increase brand awareness or credibility
- Engage an online community

Blog

- Blogs began as simple online diaries or journals and are a combination of the words “web” and “log.” What began as a basic journal for many people has turned into a powerful marketing tool for businesses
- Blogs are a great way to share new and exciting information
- They also help with legitimate link building for SEO. Personal blogs may remain as simple as basic text, or can be used as a marketing opportunity to reflect the brand personality



Podcast

Audio marketing is a revolution in digital marketing. It has allowed brands to connect with their customers through easily accessible and understandable content, adapting to constant changes in consumer behavior.

Podcasting began as a format made by users, but today there are many brands of all kinds, which use it as a tool to connect with their audience.

Nowadays, we are in a scenario where immediacy is sought, and consumption is connected to technology and practicality. Therefore, podcasts are that alternative that guarantees all points to the listener.

The podcast

Podcasts are a series of episodes recorded in audio and transmitted online. They are recorded in different formats such as interviews, individual or group recordings with various hosts.

Regardless of the format, a topic is always needed, and the host or guest should be knowledgeable about it.

The word podcast was born as a union between iPod, portable content, and broadcast, referring to a radio transmission.

Podcasts are available online, but their key feature is that they can be downloaded and listened to without an internet connection.

Purpose of a podcast

When adopting digital marketing strategies, a company must stay updated on how to adapt to its customers' behavior, objectives, and needs. As we said before, podcasts are a multifunctional tool, which adapts easily.

According to the Nielsen Podcast Listener Buying Power Database, in Latin America, 20 million people listened to podcasts during 2020. In the United States, the figure exceeds 100 million people, the same as in Europe. This shows a new reality in the market that means new investments in this area and the emergence of numerous platforms that host and distribute this type of content.

It is essential to evaluate your clients' needs, the objectives of your business, and if you have the necessary structure for the production of quality audios.

Formats

The podcast formats are diverse, and you should find out the one that is closest to the objectives of your brand:

- **Interview:** It is a format in which there is a different interviewee in each episode, and various topics are discussed. Through this format, you impact your brand's network and your interviewees. It is essential to have a knowledgeable and communicative person who adequately conveys the information to your audience.
- **Informative:** It is a format in which information is sought to be transmitted to the listener, similar to radio news programs. The great difference is that it will be available at any time on the Internet.
- **Panel:** It is an exciting format that requires coordination and organization to avoid imbalance and confusion. It has a presenter and several guests, and it requires good management and adequate equipment to facilitate the development of the program.
- **Individual:** It is more straightforward in terms of technical issues, and it requires a pleasant host with excellent knowledge of the subject.



Structure

It depends on the format you decided to choose and the topic you are talking about but the structure of each episode has to be perfectly planned to have a successful podcast. Here's an example of how the structure can be planned:

- A. Teaser
- B. Intro Music
- C. Welcome
- D. Ad Spot
- E. Interview
- F. Call to Action ("Review us")
- G. Outro Music

How to plan your podcast?

Follow the main stages of planning your podcast.

1. Define the objectives
2. Determine your target audience
3. Choose the type of podcast
4. Define what will be the identity of the Podcast
5. Create the name
6. Discover your logo
7. Determine the duration and frequency of the episodes

The podcast does not have a recipe for success; everything is given to creativity and the study of the audience. There are 1-minute podcasts, up to 1 hour, expensive and inexpensive productions, and the only thing that guarantees you something is to create quality content.

A podcast is normally distributed in episodes that are hosted on one of the different podcast hosting platforms, such as:

- Buzzsprout
- Podbean
- Transistor
- Spreaker
- Simplecast
- Megaphone
- Libsyn

Source:

How to start a Podcast complete step by step tutorial – Podcast Insights

How to start a Podcast the ultimate guide - restream



Video Marketing

Video Marketing is a technique in which the promotion of a brand, service, or product is made through audiovisual material, it is not an exclusive strategy of online marketing, but it is becoming more and more powerful due to the expansion of social networks:

Benefits for your brand

- **Clarity:** This allows the message to be expressed clearly through resources such as music, image, voice-over, and text.
- **Engages the user:** It is a message that appeals to emotions, humor and achieves greater engagement and interaction with users.
- **Simplicity:** its consumption is straightforward, and it is associated with leisure and manages to attract attention.
- **Memorable content:** The content shared using videos has a better chance of being remembered because it can be shared easily, helping the conversion and the user's purchase decision because they allow a better perception of the product or service.
- **Positioning:** Videos hosted on YouTube have a greater chance of being positioned in the first pages of Google results. The same happens with websites with YouTube videos embedded; they will have better positioning by containing videos with the indicated keywords.
- **Web Traffic:** content hosted on video platforms is a source of traffic for the company's website.

Video formats

- **Corporate video:** They show the company's value, display workers, products, and offices. It intends to capture the corporate culture.
- **Advertising video:** These videos focus on promoting the benefits of a specific product or service and can be distributed online.
- **Demonstration videos:** It shows examples of the product's or service's benefits and advantages and focuses on demonstrating its work.
- **Testimonials:** They show success stories, customer experience and reflect an opinion.
- **Video tutorial:** They explain the functionality of the products or services and give training on topics related to the company.
- **Video Blog:** Format in which the person of reference of the company exposes topics of interest.
- **Videos of events:** They show the development of an event, its key moments and summarize what happened in it. They have dynamism and music that transmits the sensations experienced during the event.

With current technology, it is possible to record professional videos easier, to get images or animated infographics that combine techniques and make a more dynamic and entertaining video. Additionally, social networks offer many tools, such as templates, music, and filters, that, displayed correctly, videos can boost your brand.

Video marketing platforms

Currently, there are social networks and platforms in which your brand can develop a video marketing strategy focused on its objectives and potential audience.

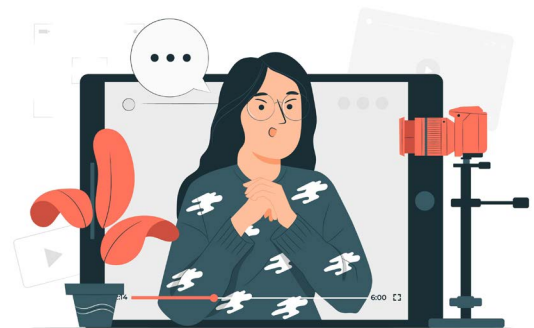
Each social network has its characteristics, which will enhance your strategy differently.

- YouTube
- Vimeo
- IGTV
- Tik Tok

Content is the king of social networks! And video is preferred by users. Advertising videos should be short and designed to be seen in smartphones' social media applications and, above all, to be shared.

Video Marketing Tips

- Focus on stories, not sales
- Create a hook, using the first seconds wisely
- Study your audience and target your content to them
- Include Call to action in your video
- Keywords and descriptions are everything



Source:

5 things your video marketing strategy should include – John Rampton Forbes.

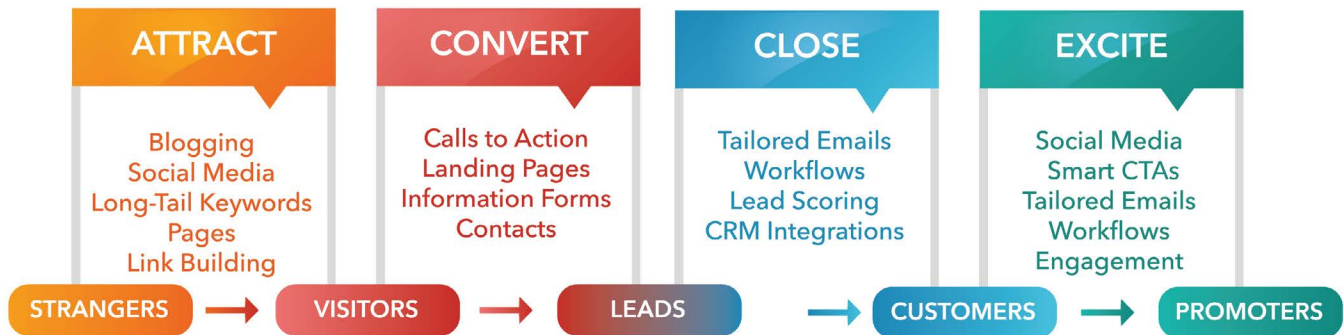
Video Marketing strategy, the ultimate guide - Lemon light

The ultimate guide to video marketing – HubSpot

Inbound Marketing

Inbound marketing is a methodology that allows your potential customers to find you more easily on the internet, knowing your brand, products, and services through valuable content, specially oriented to their questions, doubts, and needs.

The process is composed of four main steps:



Content Curation

Content curation is the process of collecting articles, blog posts and other information associated with a specific topic. Content curation does not mean new content is created by a company. Rather, it is the collection and presentation of content already created by others. Curation services are becoming increasingly important and help streamline the entire content marketing process.

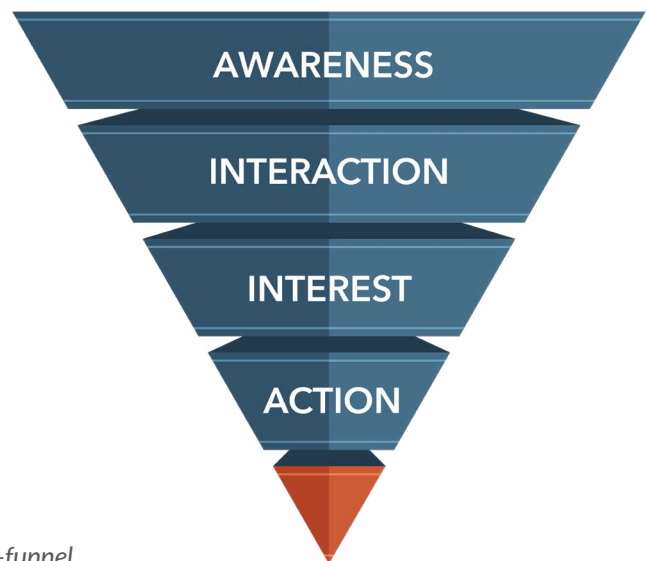
Integrated on/offline Marketing



Sales Funnel

The definition of the sales funnel (also known as a revenue funnel or sales process) refers to the buying process that companies lead customers through when purchasing products.

SALES FUNNEL

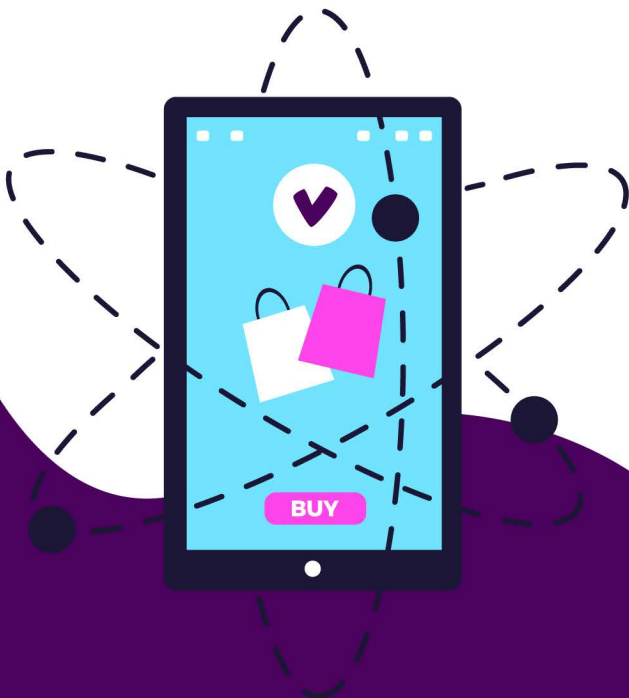


<https://www.ringdna.com/inside-sales-glossary/what-is-the-sales-funnel>

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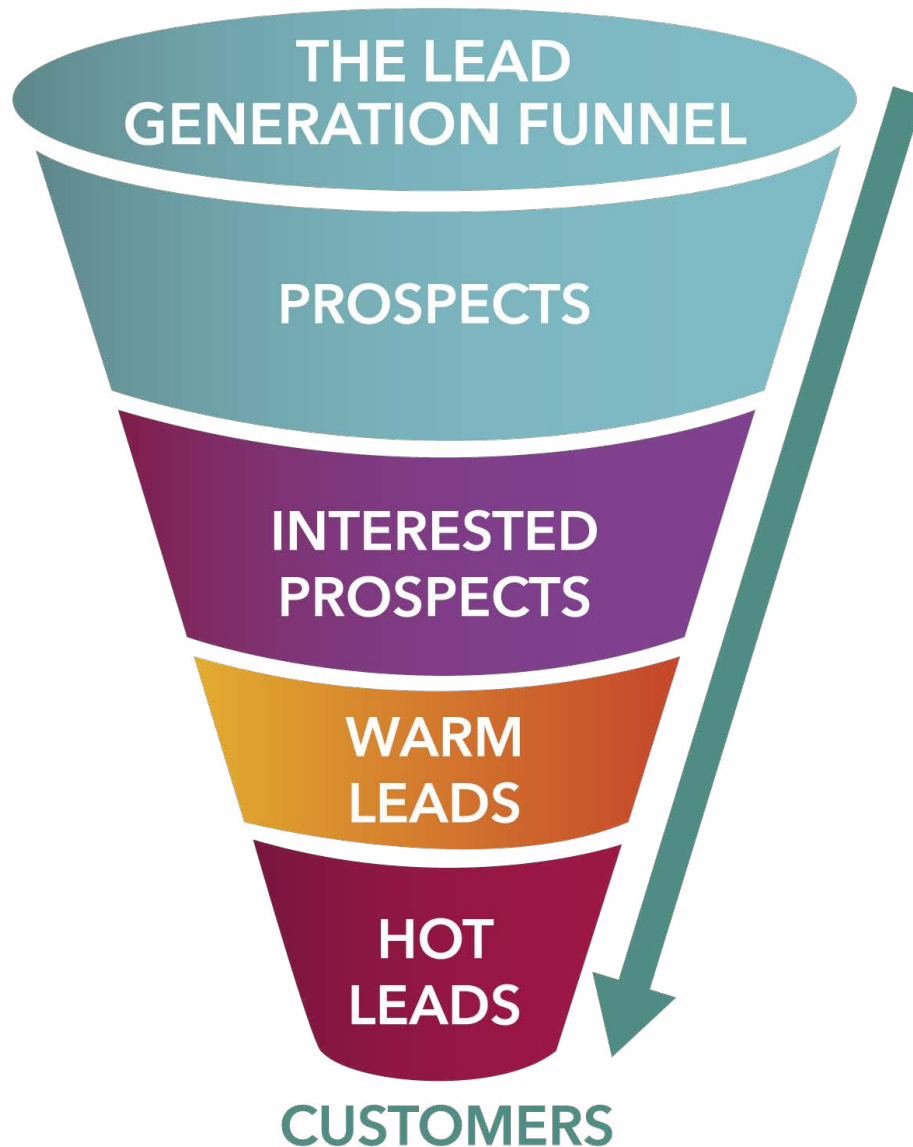
Lead Generation



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Marketing Offer – Attractive / Relevant Offer



In marketing, lead generation is the initiation of consumer interest or enquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list or for sales leads.

The methods for generating leads typically fall under the umbrella of advertising, but may also include non-paid sources such as organic search engine results or referrals from existing customers.

Landing Page



- The destination webpage a user lands on after clicking on a link (either in an ad or anywhere else)
- Some landing pages are designed with the purpose of lead generation, and others are with the purpose of directing the flow of traffic throughout a site

Conversion Page – Thank You Page



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Search Marketing



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Search Marketing: SEO



Search Marketing: PPC



CPC (Cost-per-click) or PPC (Pay-per-click) means advertisers pay each time a user clicks on the ad. CPC advertising works well when advertisers want visitors to go to their sites, but it's a less accurate measurement for advertisers looking to build brand awareness.

CPC's market share has grown each year since its introduction, eclipsing CPM to dominate two-thirds of all online advertising compensation methods.

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Digital Display Advertising



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Display Advertising

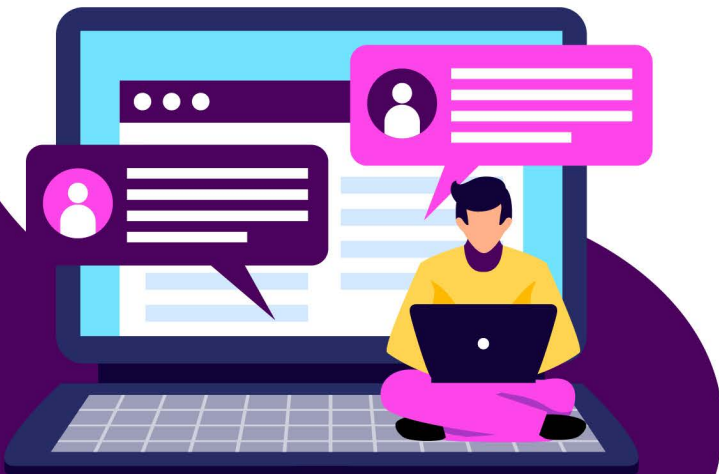
- Display advertising is advertising on websites. It includes many different formats and contains items such as text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors
- According to HubSpot, the company Purple saw a 34.6% boost in brand consideration for their mattress orders by using Google Ads audience targeting on YouTube
- Google's display campaigns reach 90% of global internet users



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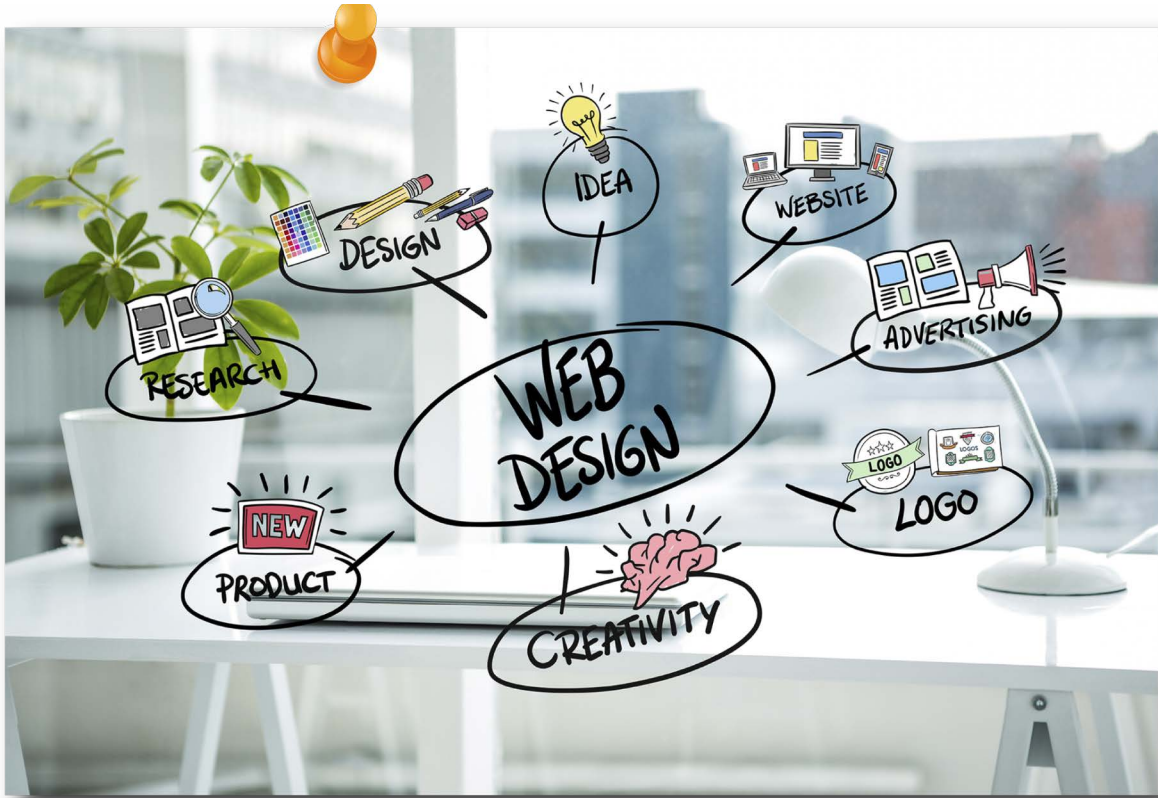
User Experience and Usability



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Web Design



Usability



Responsive Design



Optimization



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Common Website Errors

- **301 Redirect** – A method of redirecting a visitor from one web page to another web page
- **302 Redirect** – A method of redirecting a visitor from one page to another web page, used for temporary situations only. For permanent redirects, instead use a 301
- **404 Error** – The error message that appears when a visitor tries to go to a web page that does not exist

Affiliate Marketing

Affiliate marketing is a form of marketing that rewards existing customers or brand advocates for each visitor or purchase acquired by their marketing efforts. Typically, affiliate marketing is commission-based. For example, an affiliate blogger may review a product on their personal blog.

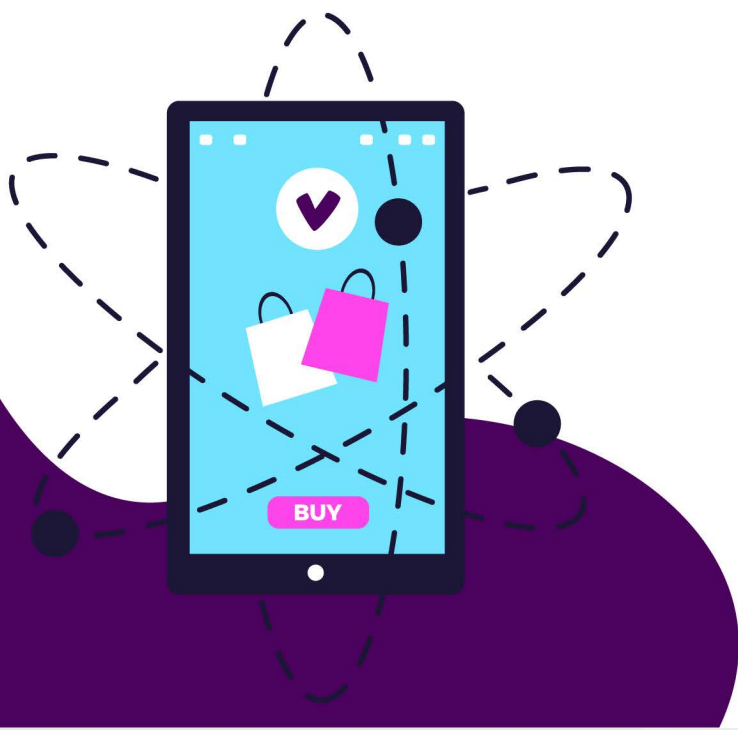
Their review includes a link that takes visitors back to a landing page that hosts a sign-up form or link to purchase the product. For every sign-up or purchase, the blogger earns a commission from the company that sells the product.



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Email Marketing



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Email Marketing

- Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness
- Marketing emails can be sent to a purchased lead list or a current customer database. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads

Goal Setting



- Sell Products/Services
- Generate Leads
- Drive Site Traffic
- Drive Brand Awareness
- Gain Customer Insight/Improve Retention
- Provide Service/Support

List Creation

- Complying with all legal requirements
- Email sign-up boxes
- Account registrations and online ecommerce forms
- Customer requests and downloads
- Point of sale – make email acquisition part of the checkout process
- Call-center representatives

Segmentation



Email list segmentation is an email marketing technique where you segment (or split) your subscriber list, based on any number of conditions. It is a technique used by businesses and marketers to send relevant communications to specific people in an email marketing list.

Deliverability

Email deliverability is the ability to deliver emails to subscribers' inboxes.

It is what some marketers use to gauge the likelihood of their email campaigns reaching their subscribers' inboxes related to actual delivery—like ISPs, throttling, bounces, spam issues, and bulking. Elements that hurt deliverability include sending without custom authentication, using single opt-in, sending from a free domain email address, using spam flouting email subject lines, making it difficult to unsubscribe, using URL shorteners, and sending emails with too many images.

<https://www.campaignmonitor.com/resources/glossary/email-deliverability/>

Legal Compliance

- The CAN-SPAM Act of 2003 was passed by Congress as a direct response of the growing number of complaints over spam e-mails
- The «Canada Anti-Spam Law» (CASL) went into effect on July 1, 2014
- GDPR went into effect on May 25, 2018



Automation



Drip Marketing

- Drip marketing is a communication strategy that sends, or «drips,» a pre-written set of messages to customers or prospects over time. These messages often take the form of email marketing, although other media can also be used
- Drip marketing is distinct from other database marketing in two ways:
 - The timing of the messages follow a pre-determined course
 - The messages are dripped in a series applicable to a specific behavior or status of the recipient. It is also typically automated

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Social Media Marketing



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Social Media Management and Monitoring



- Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks
- The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:
 - Social media are interactive Web 2.0 Internet-based applications
 - User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media
 - Users create service-specific profiles for the website or app that are designed and maintained by the social media organization
 - Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups

Turning Fans Into Buyers



Tools



For many small businesses, it's a real challenge to manage and program several corporate social network accounts simultaneously. Still, through the management and scheduling tools, it is possible to save time and have additional information that will help you reach more potential customers.

A social media strategy is vital for any small or large business nowadays, the tools for you to program your messages are crucial, and they will ease the job.

These are some of them:

- Hootsuite
- Buffer
- TweetDeck
- Co-Schedule
- Social Pilot
- BuzzSumo
- Onlypult
- Conversocial
- Loomly
- Promo Republic



Source:

8 top social media scheduling tools to save time – Sprout Social

The 5 best Social media management tools in 2022 - Zapier

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Retargeting



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How Retargeting Works



Visited your website	➔	Website	➔	Advertiser retargeting
Not visited your website	➔	Website	➔	Reverse retargeting
Saw your display ad	➔	Item Ad	➔	Creative retargeting
Visited a publisher website	➔	Item Ad on publisher site	➔	Sponsorship retargeting

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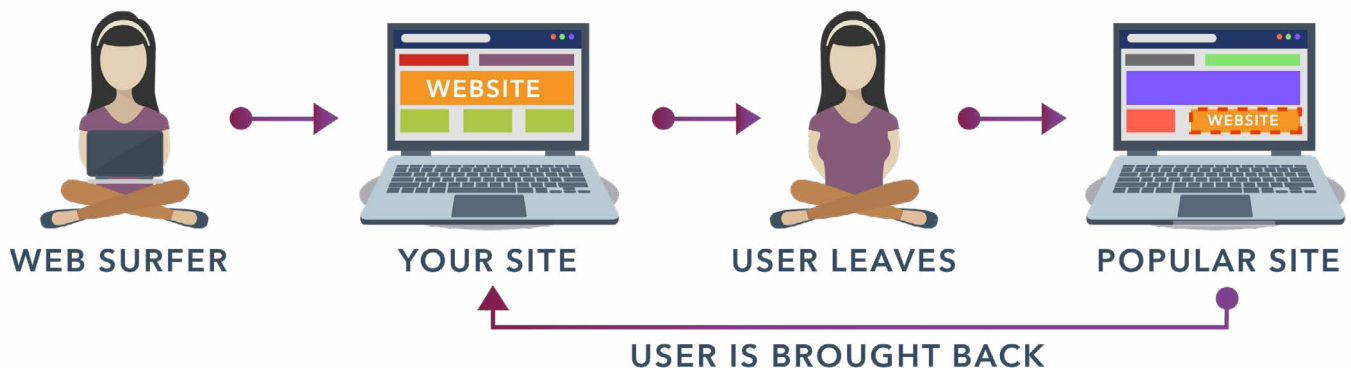
Retargeting / Remarketing

Behavioral retargeting (also known as behavioral remarketing, or simply, retargeting) is a form of online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions. Retargeting tags online users by including a pixel within the target webpage or email, which sets a cookie in the user's browser.

Once the cookie is set, the advertiser is able to show display ads to that user elsewhere on the internet via an ad exchange.

Site retargeting is a display advertising technique used by marketers to display advertising to people who have previously visited their website. The marketer includes a pixel within their webpage which sets a cookie in the user's browser.

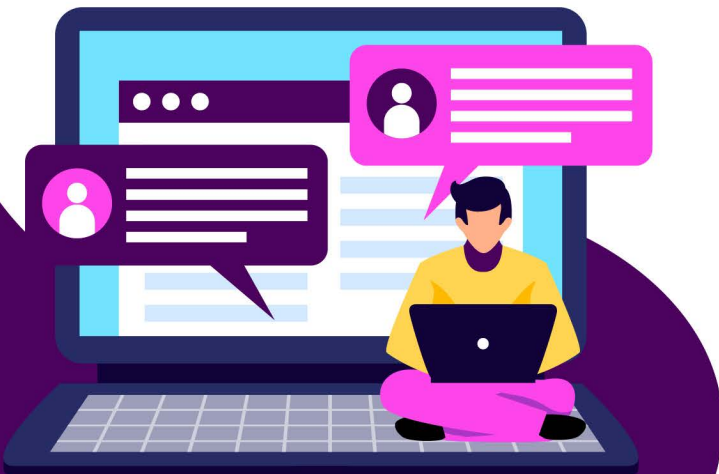
That cookie allows the marketer to target the website visitor with advertising elsewhere on the internet using retargeting.



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Recap

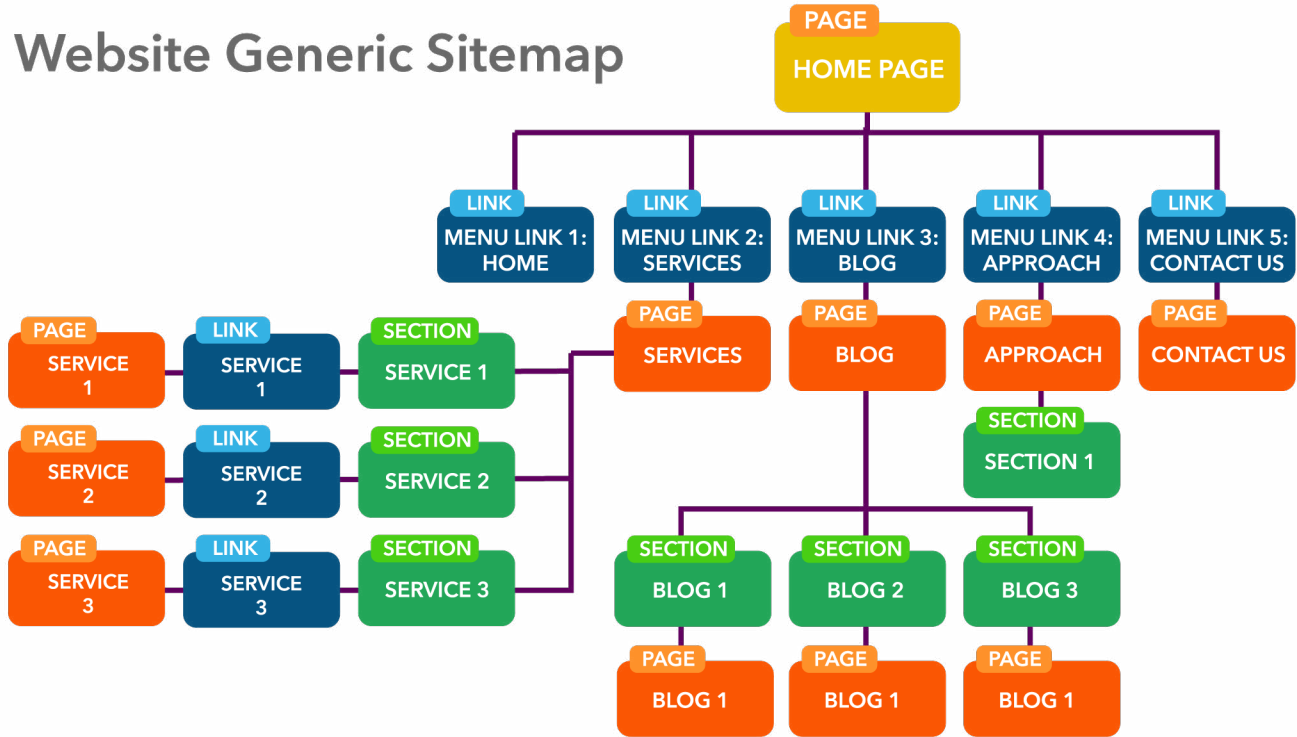


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Site Map

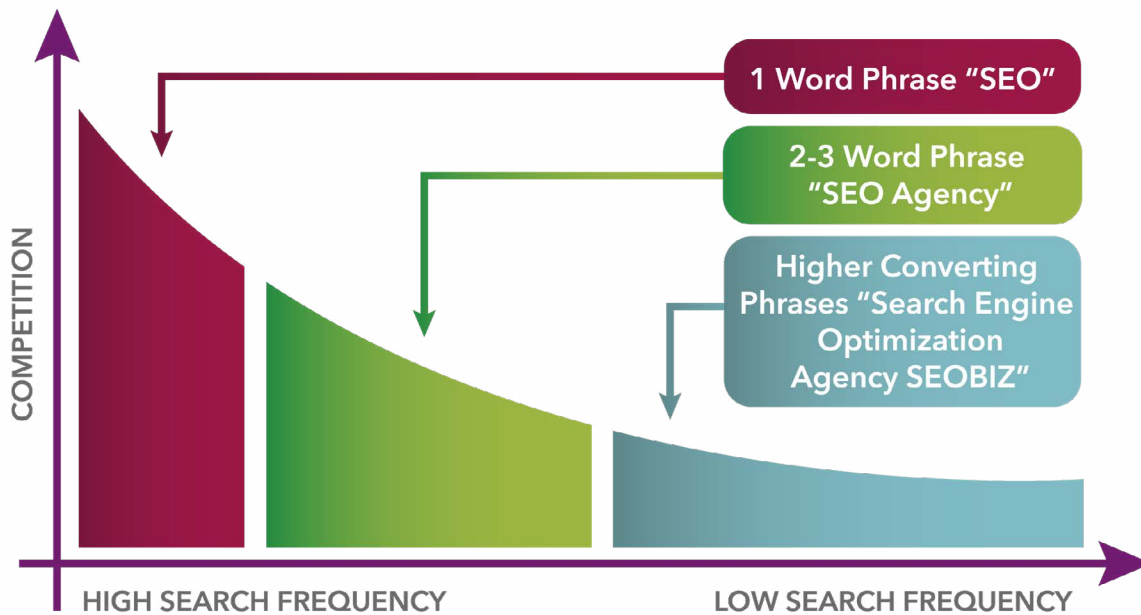
Website Generic Sitemap



Keyword Research

KEYWORD RESEARCH

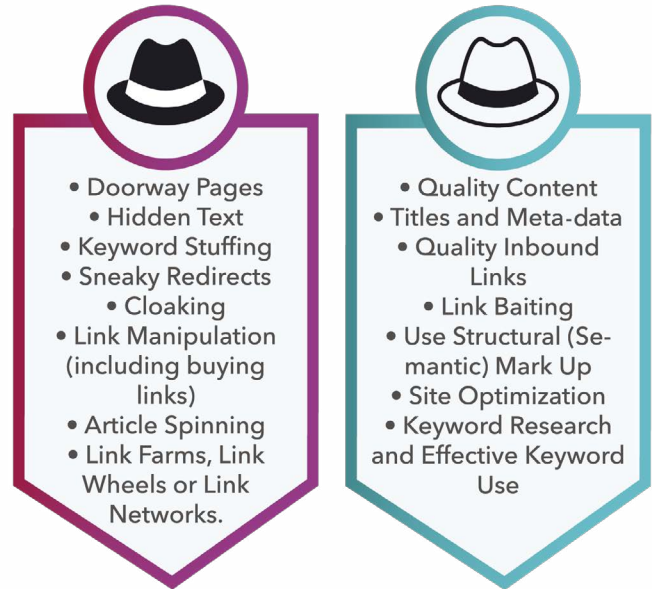
LONGTAIL SEO FOR B2BS



Don't Copy Content



White hat SEO vs Black Hat SEO



Google Crawler



How does Google search work?

Google Search

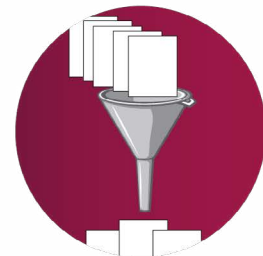
Software called **crawlers**, navigate the web to discover new pages.



The Index currently contains over **30 trillion** indexed web pages.

Gathered pages are then stored in a collection called **the index**.

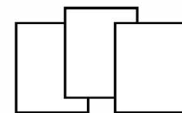
Complex **algorithms** then act as a filter of the index, showing only relevant results based on hundreds of factors.



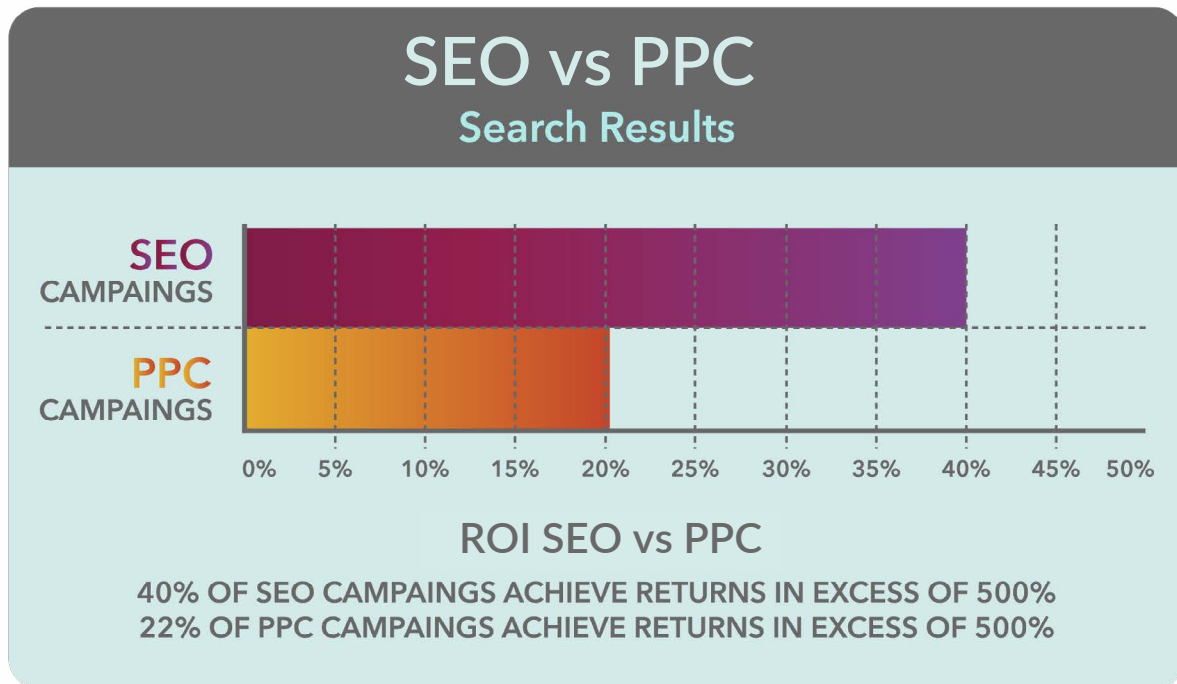
When you perform a search, a request is sent to Google's servers.



Results are finally listed in your web browser in ranked order within 1/8th second.

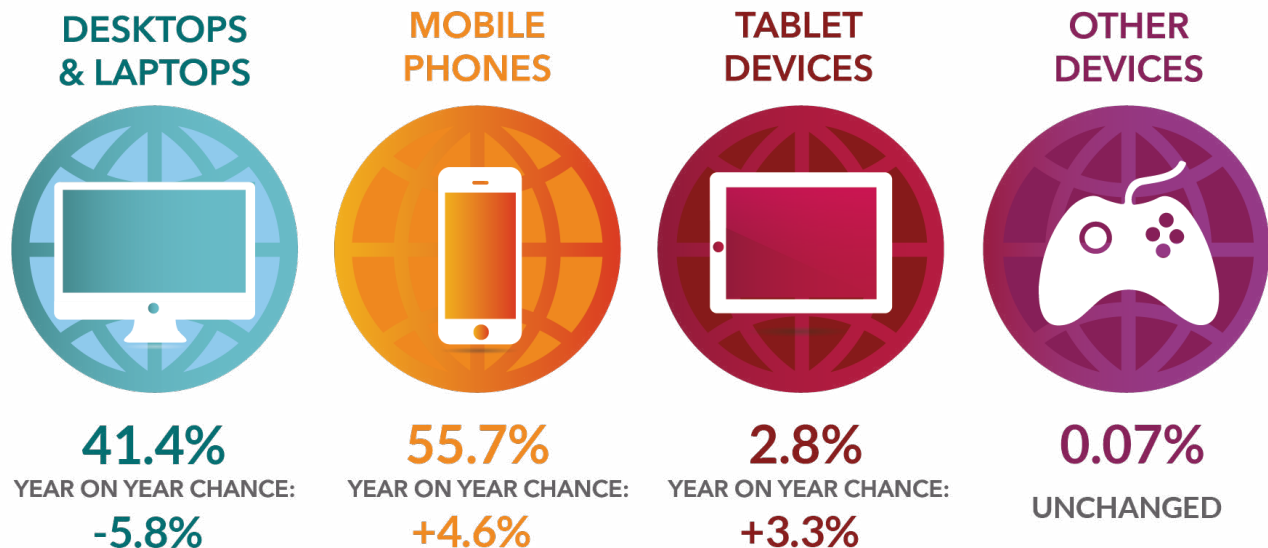


Remember



SHARE OF WEB TRAFFIC BY DEVICE

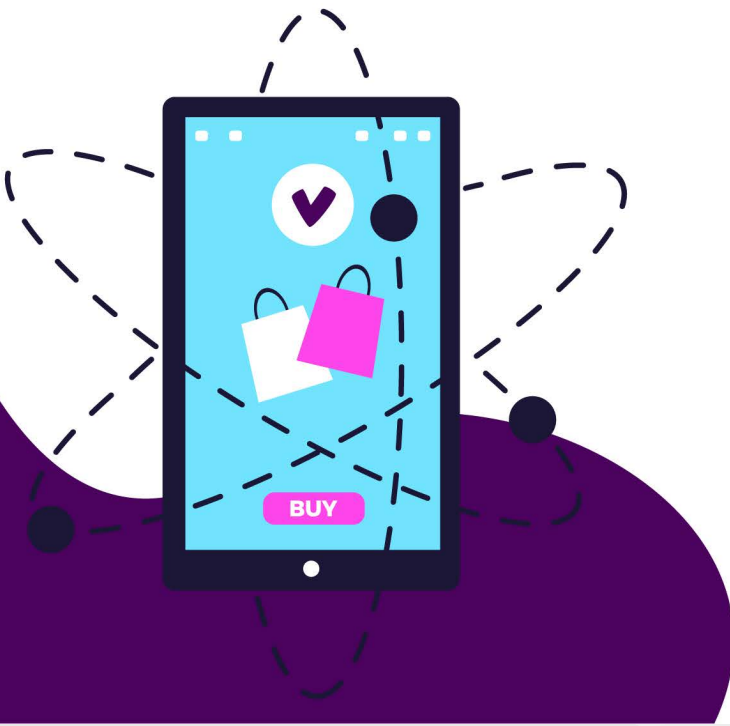
Based on each device's share of all web pages served to web browsers. JAN 2021



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Tracking and Measurement



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Tracking and Measurement

- Digital Marketing Metrics and KPIs are values used by marketing teams to measure and track the performance of their marketing campaigns
- Digital marketing teams use a number of tools to promote their services and products, and tracking the results can often be time consuming and difficult. By creating specific digital marketing KPIs, it's easy to determine targets and goals and measure performance based on those values
- Returning Visitor Metric
- First Visit Metric
- Brand Awareness Metric
- Return on Marketing Investment
- Incremental Sales
- Web Traffic Sources
- Purchase Funnel
- Total Visits
- Customer Attrition
- Customer Lifetime Value (LTV)
- Lifetime Value: Customer Acquisition Cost (LTV:CAC)
- Customer Acquisition Cost (CAC)
- Clickthrough Rate (CTR)
- Response Rate
- Funnel Conversion Rate
- Marketing Originated Customers
- Average Time on Page
- Content Downloads
- Unique Visitors
- Pageviews per Session
- Cost per Action (CPA)
- Customer Share by Category
- Dormancy Rate
- New Leads Generated
- Referral Traffic
- Web Traffic Concentration
- Bounce Rate
- Lead Conversion Rate
- Newsletter Sign up Conversion Rate
- Website Traffic Lead Ratio
- Sessions by Device Type
- Online Conversions Metric
- Average Lead Score
- External Website Links
- Net Promoter Score
- Keyword Performance
- End Action Rate
- Cost Per Lead
- Goal Completion Rate



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