

# DIGITAL MARKETING

CERTIFIED ASSOCIATE





## KEY FEATURES: THE SIMPLILEARN DIFFERENCE

Provides you **7** Certification including OMCA and Experience Certificate

**4** real life projects to make you job ready

Imparts in-depth knowledge on **8** topics and **4** tools.

OMCA Exam fee worth **\$225**, included

Digital marketing authors as Faculties, to provide you quality content



## CONTENT MARKETING FOUNDATIONS

Enables marketers to distribute relevant and valuable content to attract customers. This content can be in the form of videos, articles, blog posts, guides, white papers, and many others. In this course, you will learn about the importance of content marketing, content marketing strategy, and overseeing a content marketing program. At the end of this course, you will become familiar with content marketing tactics, creating content for social media platforms, and budget and measurement considerations in content marketing.

### Lessons

- 1 Introduction to Content Marketing**  
This introductory lesson explains what Content Marketing is, its origins, and how it can enhance your online marketing efforts. You will look at effective content marketing strategies as well as the cost of not having a content strategy in place.
- 2 Content Marketing Strategy**  
This lesson explains how to create a content strategy and brand story that identifies key opportunities for your company. You will learn how to measure performance against the content strategy. Besides this, you will also look at creating a playbook for your content program and overcoming budget issues.
- 3 Overseeing a Content Marketing Program**  
This lesson explains the need for a content marketing team and how Content Marketing complements Social Media and SEO. It also describes how influencers and evangelists contribute to the engagement model of marketing as against the traditional exposure model.
- 4 Content Marketing Tactics**  
This lesson describes the different tactics and content types for both B2C and B2B setups. It also talks about integrating content marketing efforts across channels and effectively schedule your content strategy.
- 5 Social Media Platforms**  
This lesson explains the benefits of YouTube, Facebook, Twitter, and LinkedIn. You will learn to identify the best channels for your business and how to use them. You will also understand what is it that makes content highly shareable.
- 6 Content Marketing Budget and Measurement**  
In this lesson, you will learn how to overcome hurdles in setting the content marketing budget and measuring the performance of your content strategy. You will then look at sample goals for both B2B and B2C, and learn how to tie marketing outputs to business outcomes.

### About the Author

*Greg Jarboe is the author of "YouTube and Video Marketing: An Hour a Day", and writes for Search Engine.*



## EMAIL MARKETING FOUNDATIONS

Email has been viewed as a spammy channel in the past, but today it has made a comeback as a powerful marketing tool. In this course, you will learn how email can be used effectively to create a loyal base of engaged customers. After completing this course, you will become familiar with basic email terminology, learn how to build and maintain a mailing list, and avoid spam reports. You will also learn about measuring the performance of email campaigns and how to automate your email campaigns.

### Lessons

- 1 Introduction to Email Marketing**  
This introductory lesson explains how email marketing, from being known more for spam, has become a key part of the digital marketing landscape. It also covers basic email marketing terminology, how messages are delivered to recipients, and email-specific metrics
- 2 Spam**  
In this lesson, you will learn how spam is defined and how key laws regarding spam affects marketers. You will also learn about spam filters, the types of signals that trip them, and how to avoid your email marketing messages getting marked as spam.
- 3 List Building and Management**  
In this lesson, you will become familiar with the tactics to build a list of email subscribers and the basic tasks involved in maintaining a high-quality email list. You will also look at the risks and benefits of buying email lists.
- 4 Elements of an Email**  
This lesson describes the different elements of an email and their purpose. It tells you how multiple elements, when put together correctly, can increase click-through and conversion rates.
- 5 The Process of Measuring Email**  
In this lesson, you will learn about the stages of an email measurement funnel. You will learn about various types of emails, and measure and benchmark them according to their purpose. You will look at the effectiveness of email marketing compared to other channels.
- 6 Marketing Automation**  
In this lesson, you will learn in detail about marketing automation and how it can benefit email marketing. You will look at examples of automated campaigns, understand how to schedule one, and identify how automation can help create more personalized messages.
- 7 Integrating Email with Other Disciplines**  
In this lesson, you will see where email marketing fits into the digital marketing mix and how to combine it with other disciplines to create successful campaigns. You will learn how the email channel can be strengthened by content marketing, conversion optimization, and analytics.

### About the Author

*Matt Bailey is the founder and president of SiteLogic, and the author of "Internet Marketing An Hour A Day".*



## PAY-PER-CLICK FOUNDATIONS

Pay-per-click (PPC) or paid search enables advertisers to reach the audience they want, when they want, and at the budget they want. In this course, you will learn the basics of paid search and how to set up and organize a paid search account. You will compare different buying funnels and learn how to modify your PPC strategy based on the buying funnel structure. After completing this course, you will be able to describe the PPC auction, targeting options, and keyword research. You will also learn how to create compelling ads, measure goals and adjust bidding options, and conduct a PPC audit.

### Lessons

- 1 Introduction to PPC**  
In this introductory lesson, you will learn how to define pay-per-click (PPC) or paid search and distinguish between paid search and organic search results. You will look at how display advertising complements paid search. You will also learn about the PPC cycle.
- 2 Account Hierarchy**  
This lesson describes the paid search account structure and organization in detail. You will also look at the settings at different levels of account organization.
- 3 The Buying Funnel**  
In this lesson, you will look at buying funnel stages and how to match search queries to the different stages. You will also understand the concept of search sessions and how to provide appropriate information to move customers through the buying funnel.
- 4 The PPC Auction**  
This lesson describes the PPC auction in detail, describing how ads are ranked in a search engines results page. You will also look at the concepts of quality score and its role in determining ad rank. Finally, you will see how to place bids appropriate to your PPC budget.
- 5 PPC Targeting Options**  
In this lesson, you will learn how to correlate targeting options to campaign or ad group level settings. You will also identify the best practices for location, device, and time-frame targeting options. The lesson also covers targeting based on placement, context, and user interest.
- 6 Keyword Research**  
In this lesson, you will learn how to match different keyword types to different buying funnel stages, and categorize keywords. You will look at organizing your campaigns and ad groups to make them more effective, and places where you can find ideas for new keywords.
- 7 Creating Compelling Ads**  
In this lesson, you will learn about different ad components and how to combine them to create effective ads. You will see how ads can be tested before they are launched and understand how extensions can improve click-through rates and user actions.
- 8 Measuring Goals and Bidding Options**  
In this lesson, you will learn how to write ads according to your business and conversion goals. You will learn about the metrics that determine ad profitability and calculating the total cost of advertising. You will also look at different bidding options to consider while setting bids.
- 9 PPC Audit**  
In this lesson, you will learn about the importance of a PPC audit and things to look for when performing one. You will learn how to analyse campaign effectiveness, recognize trends and identify ways to improve visibility and impressions for your ads.
- 10 Integrating PPC with other Disciplines**  
This lesson describes how PPC works with other traffic drivers in increasing conversions. You will understand the importance of integrating conversion optimization and analytics with PPC. You will also understand how PPC functions in different types of organizations.

### About the Author

*Brad Geddes is the author of "Advanced Google AdWords", and founder of Certified Knowledge, an online source where the Paid Search community comes together for PPC training, tools, and advice.*

### Contact Us

#### USA

Simplilearn Americas, 201 Spear Street, 11th Floor,  
San Francisco, CA 94105.  
1-866-323-9444

#### SINGAPORE

Simplilearn Singapore Pte. Ltd.  
10 Anson Road #26-04 International Plaza, Singapore (079903).

#### INDIA

Simplilearn Solutions Pvt. Limited  
#53/1C, 24th Main, 2nd Sector, HSR Layout, Bangalore 560102.  
Phone No: +91 8069999471

[www.simplilearn.com](http://www.simplilearn.com)