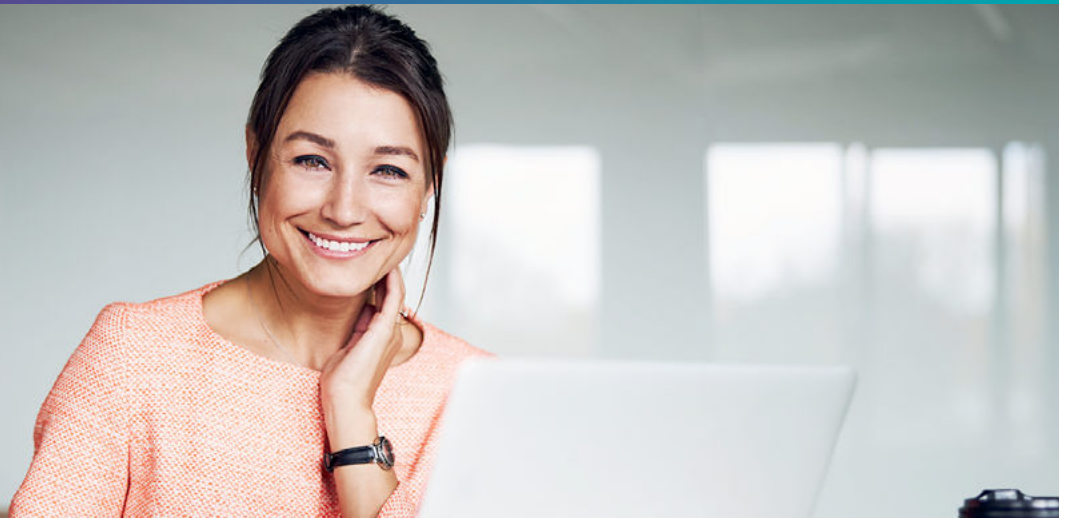


3.5+ Months



Certified Digital Marketing Manager

Design, plan and implement digital marketing strategies

Certified Digital Marketing Manager



DESCRIPTION

What to expect

The field of digital marketing is more diverse today than ever before. Marketing managers in the digital world should know their target group and be able to communicate adequately on all channels. A marketing manager of today's caliber is able to transmit on all frequencies and has his ear to all wires. He has his finger on the pulse of time, which is beating faster and faster, quickly detects trends and adapts them skilfully. In this online course, which lasts several months, you will learn how to play the keyboard of digital marketing. You will learn methods, techniques and tools to design, plan and successfully implement marketing strategies.

What you will learn

You will be familiarized with all essential methodologies of digital marketing. You will understand what digital transformation means in marketing and what it means to develop innovative strategies in times of disruptive markets and business models. You will learn what brand communication and branding in the field of digital media means. You will learn to understand your customers and to design their customer journey across the various touchpoints. You will learn what a content marketing strategy is and how to develop it. You will learn how you can be found first on Google with professional SEO and how you can run ad campaigns with Google Adwords. You will get fit in online marketing, mobile marketing and social media marketing. You will learn the intricacies of email/newsletter marketing and familiarize yourself with the possibilities of affiliate marketing. With this further training you dive deep into the world of digital marketing and get to know and apply the most important methods

Who should attend

- **Those who are looking for a job**, who want to increase their chances on the market or qualify for a new job.
- **Those who want to change their career path**, who want to reorient themselves, improve their job prospects or advance their career.
- People who work or want to work in **companies, agencies and consultancies** on the **conception, planning and implementation of digital marketing campaigns**.
- People who want to be in the field of **marketing, advertising and PR, social media, communication and content management, copywriting, journalism and editing**, as well as **media, design and websites and apps**.
- People who want to specialize in **digital marketing** and acquire solid practical knowledge.

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CURRICULUM

Module 1- DIGITAL MARKETING BASICS

Introduction and Basics

Digital Marketing Strategy

Market analysis, target group determination, digital business models and new approaches, collaborative consumption

Digital Transformation in Marketing

Customer Journey & Value Chain, 4P's & 4R's

Practice: Retrospective and analysis of the market considering the 4R's, presentation and feedback from your mentor

Budgets & KPI's of Digital Marketing Strategies

Digital KPIs and Classic KPIs, CPL, CPA and CTR

Practice: Explanation of the methodology, measurement and application of selected KPI's, presentation and feedback from your mentor

Digital Buyer's Journey & Customer Decision Funnel

Buyer's Journey, Customer Journey, Customer Decision Funnel, AIDA Modell, after sales

Practice: Create a Customer Decision Journey, presentation and feedback from your mentor

Digital Innovation

Digital innovation, idea management, diffusion theory

Digital Business Models

Digital business models, innovation management methodology

Practice: Assessment and recommendation of a digital business model, presentation and feedback from your mentor

Disruptive Thinking & Disruptive Innovation

Disruptive thinking, disruptive innovation, Think Tank

Practice: Sketching an innovative product, presentation and feedback from your mentor

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Big Data, SmartData & Data Driven Marketing

Big Data, Smart Data, data-driven marketing, first party data, second-party data

Practice: Outlining first, second and third party data and researching relevant statistics, presentation and feedback from your mentor

Online Marketing Channels & Methods

Online marketing channels, multi-channel marketing / multi-channel tracking

Push and Pull Marketing

Push marketing, pull marketing, synergy effects

Practice: Assessment and evaluation of a form of advertising, presentation and feedback from your mentor

Inbound versus Outbound Marketing

Characteristics of inbound & outbound marketing, differences, advantages and disadvantages, target group & buyer persona

Practice: Application of the key learnings to your practical example, presentation and feedback from your mentor

Websites and Blogs

Website marketing, SEO „Mobile First“, content marketing

Practice: Development of recommendations for action & creation of a buyers persona, presentation and feedback from your mentor

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Module 2 - BRAND COMMUNICATION, BRANDING & PR

Introduction and Basics

Branding, Corporate Design & Corporate Identity

Digital Branding, Corporate Identity, Corporate Design, UX & Brand Experience

Branding – Building a Brand

Brand identity, target groups, brand love, best practice

Practice: Explanation of measures for emotional branding, presentation and feedback from your mentor

Development of a Corporate Identity & Corporate Design

Corporate Identity, Corporate Communication, Corporate Behavior, Corporate Culture, Corporate Image

Practice: Graphical representation of a CI & structured presentation of your ideas, presentation and feedback from your mentor

Communication Strategies & Communication in Digital Media

Adaptive content, digital communication, communication trends

Storytelling in Cross Channel Marketing

Types of storytelling, WHY, Hero's Journey, digital storytelling

Practice: Create a to-do list for your story, presentation and feedback from your mentor

Marketing Communications Management & Public Relations

Finding the intersection, content seeding, potential of digital PR for digital marketing, PR strategy

Practice: Creating a blog post, presentation and feedback from your mentor

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Reputation Management & Credibility Building

Referral Marketing & Affiliate Marketing

Referral marketing, purchased votes, stakeholders, referral and affiliate marketing

Practice: Recommendation and justification for the use of partner networks, presentation and feedback from your mentor

Influencer Marketing & Opinion Leaders

Definition of an influencer, advantages, life cycle, methods & varieties, opinion leader

Practice: Selection of a cooperation & brainstorming of your first campaign, presentation and feedback from your mentor

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Module 3 - SOCIAL MEDIA MARKETING & SOCIAL MEDIA ADVERTISEMENT

Introduction

Social Media Channels

Choice of SM Platforms

The Meta Empire - Facebook & Instagram

Functions, insights & target group, content selection

Practice: Creating a post for both platforms, presentation and feedback from your mentor

YouTube, Snapchat & TikTok

Statistics, functions, insights & target groups

Praxis: Creating a storyboard taking the requirement of the chosen platforms into account, presentation and feedback from your mentor

The Business Networks - XING & LinkedIn

Data & facts, functions, insights & target Group

Praxis: Creation of a company profile, presentation and feedback from your mentor

Social Media Advertisement

Function, social ads & landing pages, advertorials, native ads & sponsored content, success stories

Ads on Facebook, Instagram, LinkedIn & YouTube

Facebook ads, basics, ad formats

Practice: Creation of a shopping ad, documentation & explanation of your work, presentation and feedback from your mentor

Bid Strategies & Channel Hack

Strategies, channels & hacks

Practice: Plan an ad, selection & explanation of a Bid Strategy, presentation and feedback from your mentor

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Module 4 - CONTENT MARKETING & SEO

Introduction

Functionalities of Search Engines

Types of search engines, Index-based search engines, Catalog-based search engines, Meta search engines, The top 5, Specialty search engines.

OnPage SEO, Keywords & Search Engine Optimized Writing

The important signals, content creation, SEO architecture, HTML tips, tools & universal solutions, SEO KPI's.

Practice: Research and compare websites under given factors, presentation and feedback from your mentor

Content is King

Formats with Added Value, Top 10 Content Magnets, Editorial Planning

Storytelling & Channel Strategie

Communication goals, brand storytelling via website, blog & social media

Practice: Opening an SM channel and filling in the first content, presentation and feedback from your mentor

Tools (Trello, Canva, Buffer, Hootsuite & Co.)

Project management & editorial planning, scheduling & posting, automation & content management

Practice: Planning 1 week of content, presentation and feedback from your mentor

Media Ethics and Legal Aspects of Digital Marketing

Online law, media law & internet law, press law & press code, SM advertising & labeling requirements

Practice: Creation of a social media guideline, presentation and feedback from your mentor

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Module 5 - E-MAIL & MOBILE MARKETING

Google Ads

Standard search display, quality factor, machine learning, points of criticism

Campaign & Ad Design

Campaign types, responsive search ads, dynamic search ads, shopping, snippet extension, remarketing

Practice: Create an ads account & plan a search campaign, presentation and feedback from your mentor

Google Advertising Network

Display campaigns, success stories, YouTube campaigns, true view in-stream ads, bumper ads, performance campaigns

Practice: Creating a performance max campaign, presentation and feedback from your mentor

Quality Factor & Landing Pages

Contexts, LP best practices, the perfect structure of an LP

Practice: Creating an attractive landing page, presentation and feedback from your mentor

Google Analytics

Google Marketing Platform, installation and linking with Google Ads, UTM Parameters, Critique

KPI's & Conversion Tracking

Dashboards, analytics 4-reports

Practice: Building your own analytics dashboard & creating widgets, presentation and feedback from your mentor

Usability & A/B Testing

Tools, examples in digital marketing

Practice: Research of hypotheses for A/B Testing, presentation and feedback from your mentor

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Module 6 - SEARCH ENGINE MARKETING VIA PAID SEARCH (SEA)

E-Mail- /Newsletter - Marketing

4 phases, opportunities & risks, GDPR, tools

Structure, Text Composition and Design of Newsletters and Trigger Mails

Subject line, tips for structure, trigger mails, best practice

Practice: Creating a newsletter, presentation and feedback from your mentor

Automation, GDPR & Double OptIn

Tips & benefits, advantages, free tools, paid tools

Practice: Setting up an own newsletter campaign, presentation and feedback from your mentor

Mobile Marketing

Statistics, OTT, app marketing, NFT's & Fintech, gamification, digital detox

QR-Codes: a Revival

Contactless connection, OR codes in social media, QR codes in marketing, referral marketing

Practice: Create a QR code for a landing page & create two analog campaigns, presentation and feedback from your mentor

Mobile SEO

Voice Search, PopUps & Interstitials, Mobile UX

Practice: Testing landing page for mobile friendliness & report analysis, presentation and feedback from your mentor

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Module 7 - CUSTOMER DECISION & AUGMENTED UX

Customer Decision Experience & Lifecycle Marketing

Lifecycle Marketing, Customer Decision Journey, CLV, CLM

Customer Relationship Management & Funnel Strategien

Customer relationship management systems, funnel strategies, CRM systems

Practice: Formulation of various micro-moments, presentation and feedback from your mentor

Digital Neuromarketing

Brain research & marketing, limbic map, neuromarketing examples

Praxis: Entwickeln kurzer Marketingideen anhand von psychologischen Tricks, presentation and feedback from your mentor

Artificial Intelligence & Customer Experience

AI in digital marketing, efficiency improvement, quality optimization, UX

Artificial Intelligence with Chatbots & Voice Assistants

Power of the bot, voice user interfaces, controversial marketing, SEO to BEO.

Practice: Test bots & create chat, presentation and feedback from your mentor

Virtual & Augmented Reality

Definition of terms, both factors in digital marketing, virtual outlook

Practice: Create a concept using AR, presentation and feedback from your mentor

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NUMBERS AND FACTS

Language: English

Max. Participants: 12

Duration: 3,5+ Months

Scope: 450h | 600TU

Expense: 10-40 hours per week

Price with Bildungsgutschein: € 0

Self-payers: € 5.880

Cancellation: free of charge up to 14 days before start

Satisfaction's Guarantee: test this course up to 14 days after the start without risk

CERTIFICATE

For the completed course you will receive the certificate “*Certified Digital Marketing Manager*” from the XDi – Experience Design Institute.

INCLUDED SERVICES

- Internationally recognized certificate
- Practice with mentor
- Own project with portfolio
- Personalized mentoring
- 10 hours of video material
- High-quality training documents in digital form
- Numerous templates for daily work
- Loads of best practices and online resources
- Community for exchange and discussion with other participants
- Links, literature and tool-tips

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MENTOR



Julia Collard

Diploma Economist, Expert in Communication & Online Marketing Specialist

Julia is an expert when it comes to all forms of communication – from analogue to digital and from 240 characters on Twitter to Instagram, LinkedIn, website and Co to textbooks. Here she brings over 20 years of experience from different industries and from leading various teams in marketing and human resources management. Together with her clients and the companies she advises and coaches, she developed sustainable and unique brand concepts. Your image and text are at least as important as the people behind a brand.

MENTOR



Sven Schnitzler

M.A. Dynamic Management, Marketing Specialist and Kommunikation Advisor

Sven's expertise covers all touchpoints of the customer journey – from web design to the Google Tool Suite (e.g. Analytics, Ads, Tag Manager) to search engine marketing. He has constantly expanded his knowledge both practically as the leader of a large marketing team and theoretically. His consulting approach is always characterised by appreciative communication and improving together. He is passionate about combining tools and technology with the creativity of marketing. Sven has been working as a trainer and coach in the areas of online marketing, organisational development and media coaching for many years.

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YOUR BENEFITS

- First-class mentors with extensive practical knowledge and many years of practical experience in an international context
- Learning content didactically prepared and creatively implemented
- Apply theoretical knowledge in practice
- Use the latest results of brain research
- Integrated coaching and mental training methods
- Extensive seminar documents with many other tips, tricks & links
- Personal, more casual interaction
- Recognized as educational leave

OUR ADDED VALUE

The XDi relies on new, interactive teaching and educational formats that are based on the latest findings in brain research. Our credo is „learning by doing“ - the participants in our training courses learn how to apply relevant methods and techniques using practical exercises in realistic projects with the support of a personal mentor.

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CERTIFICATIONS



REVIEWS



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TESTIMONIALS

„I am thrilled with the Certified Digital Marketing Manager course! It was not only fun, but also provided an enormous gain in knowledge. The content was perfectly coordinated and motivated me to deepen my understanding and skills in this area. In addition, my mentor was always there to help me with any questions or uncertainties.“

- Hanah Reiss

„Perfect! We had a great week. I would even say this workshop was a true inspirer and mind changer to me!“

- Kim Seufert

„Thank you very much for the wonderful seminar. I learned a lot and was able to take a lot with me and I am also happy about the contacts I have made“

- Rika Stellers

„The seminar opened my eyes to the direction in which digital marketing has already developed or will continue to develop in the future. The trainer was highly competent who can convey the amount of learning material into an interesting and enlightening way.“

- Andreas Kleimann

REFERENCES

Further references and partners can be found on: xd-i.com/referenzen

otto group



Handelsblatt

AKTION
MENSCH

DAIMLER

BOSS
HUGO BOSS

Douglas

CHECK24

adidas
GROUP

Allianz

MEMBERSHIPS



INTERACTION DESIGN
FOUNDATION

kursfinder.de