

# Digital Sales and Marketing Basics



Santa Monica College Professional Development  
**SMC | Extension**

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# Digital Marketing Certified Associate



## About the Course

More companies than ever are turning to digital marketing, so it's a good idea to bring yourself up to speed! The Digital Marketing Certified Associate (DMCA) course is designed to help you master the essential disciplines in digital marketing, including search engine optimization (SEO), social media, pay-per-click (PPC), conversion optimization, web analytics, content marketing, e-mail and mobile marketing. Digital marketing is one of the world's fastest growing disciplines, and this certification will raise your value in the marketplace and prepare you for a career in the field.

Whether you're looking for a new career in digital marketing or just want to improve your marketability to future employers, the DMCA course will prepare you to become a complete digital marketer and make you industry ready. You will acquire the relevant skills through extensive hands-on practice on a wide range of simulations and projects that will enable you to launch and execute your own digital marketing campaigns. We'll train you on the latest digital marketing tools, show you how they work and how to apply them for maximum results..

The DMCA course will also prepare you to master the most sought-after certification exams such as OMCA (OMCP), Facebook Marketing, YouTube Marketing, Google AdWords, Google Analytics, and Twitter Marketing.

### Key Features



Interactive Training



Hands on Projects with Real-world Applications



Exam Preparation Alignment

# Course **Outline**

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## Introduction to Digital Marketing

Introduction to Digital Marketing: Digital marketing comes in many forms and this course introduces you to the digital marketing basics, giving you practical, applicable knowledge of a wide variety of those forms. Through the Introduction to the Digital Marketing course, you will learn how various digital channels such as Web Analytics, Search Engine Optimization (SEO), Social Media Marketing, Pay Per Click Advertising (PPC), Conversion Optimization, Content Marketing, Mobile Marketing, Marketing Automation and Programmatic Buying can support your organization's business goals. You will be empowered to make informed decisions and strategize your business' online marketing efforts. This course is suitable for all business roles from fresh recruits to function heads and business owners, and is the ideal way to start your digital marketing learning journey.

- > Lesson 1: Introduction to SEO
- > Lesson 2: Introduction to Social Media
- > Lesson 3: Introduction to Content Marketing
- > Lesson 4: Introduction to Email Marketing
- > Lesson 5: Introduction to Mobile Marketing
- > Lesson 6: Introduction to PPC
- > Lesson 7: Introduction to Conversion Optimization
- > Lesson 8: Introduction to Digital Analytics
- > Lesson 9: Introduction to Marketing Automation
- > Lesson 10: Introduction to Programmatic Buying

## Search Engine Optimization

Everybody online uses a search engine at one time or another. The websites that appear at the top of the search page are ones that have optimized their results, and consequently are the ones visited by the most people. That's why Search Engine Optimization (SEO) is one of the most important pieces of Digital Marketing today. This module provides foundational knowledge in SEO, helping you to improve the visibility of your website on Search Engines and get more visits. After completing this course, you will understand the best on-page and off-page SEO practices, how to generate the most effective keywords, and how to do competitive analysis. You will also look at link building, local SEO, and how to measure SEO success.

- > Lesson 1: Introduction
- > Lesson 2: On-Page Optimization
- > Lesson 3: Off-Site Optimization
- > Lesson 4: Duplicate Content
- > Lesson 5: Keyword Research and Competitive Intelligence
- > Lesson 6: Design and Architecture
- > Lesson 7: Local SEO
- > Lesson 8: SEO Measurement
- > Lesson 9: Algorithm Updates and SEO Changes
- > Lesson 10: Integrating SEO with Other Disciplines

# Social Media

Social media is about people connecting with each other and sharing content, made popular by sites like Facebook, Twitter, and Instagram. It represents a huge opportunity for businesses of all sizes to use these sorts of sites to connect with a diverse range of people—and drive traffic to their websites. In this course, you will learn the importance of building a social media strategy and how to strengthen your social media presence. You will learn about the variety of social media channels: blogs, microblogs, social networks, media sharing sites, and social review sites. You will also look at building partnerships with users who have gained large online followings, as well as how to manage your social media reputation and measure performance against social media goals.

- › Lesson 1: Introduction to Social Media
- › Lesson 2: Making the Message Stick and Spread
- › Lesson 3: Social Media Channels
- › Lesson 4: Engaging with Influencers
- › Lesson 5: Listening and Reputation Management
- › Lesson 6: Social Media Measurement
- › Lesson 7: Integrating Social Media with Other Disciplines

# Content Marketing

Content marketing enables marketers to create and distribute important, interesting information to attract potential customers. This content comes in the form of videos, articles, blog posts, guides, white papers, to name a few. In this course, you will learn about the importance of content marketing, content marketing strategy, and overseeing a content marketing program. When you have finished this course, you will be equipped to use content marketing tactics and create content for social media platforms of all kinds. Remember, while most anyone can throw words onto an online article, not everyone can do it effectively. By taking this course, you can distinguish yourself as a marketer who knows how to use words to meet business goals.

- › Lesson 1: Introduction to Content Marketing
- › Lesson 2: Content Marketing Strategy
- › Lesson 3: Overseeing a Content Marketing Program
- › Lesson 4: Content Marketing Tactics
- › Lesson 5: Social Media Platforms
- › Lesson 6: Measurement and Budget

# Email Marketing

In the past, email has suffered from a bad reputation as a spammy channel, as many peoples' In-Boxes can attest to! But recently, email has made a comeback as a powerful marketing tool. In this course, you will learn how email can be effectively used to create a loyal base of engaged customers. After completing this course, you will be familiar with basic email terminology, understand 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 them.

- Lesson 1: Introduction to Email Marketing
- Lesson 2: Spam
- Lesson 3: List Building and Management
- Lesson 4: Elements of an Email
- Lesson 5: The Process of Measuring Email
- Lesson 6: Marketing Automation
- Lesson 7: Integrating Email with Other Disciplines

# Mobile Marketing

If the crowds around us that are constantly on their cell phones is any indication, an increasing number of people are turning to mobile devices. Since marketers need to focus their efforts where the people are, they cannot afford to ignore this channel. Customers increasingly expect to engage with companies and brands via mobile, regardless of the business' size. In this module, you will look at various mobile products and services, and how to use them to build an effective marketing campaign. Once you're done, you will be familiar with building loyalty programs with mobile, the significance of location-based technologies, and opportunities in mobile advertising. You will also learn to recognize the needs of mobile audiences, understand rules and regulations surrounding mobile marketing, and how to go about mobile measurement.

- Lesson 1: Introduction to Mobile Marketing
- Lesson 2: Mobile Products and Services
- Lesson 3: Promotions and Incentives
- Lesson 4: Integration with Marketing Mix
- Lesson 5: Mobile Advertising
- Lesson 6: Mobile Analysis
- Lesson 7: Rules and Regulations

# Pay Per Click (PPC)

Ever notice those ads that appear on search engine pages when you make a search? Those are Pay-Per-Click (PPC) or paid search ads, and they allow advertisers to reach their chosen audience when they want and on the budget they want. In this course, you will learn the basics of PPC/paid search and how to set up and organize a paid search account. After completing this course, you will be able to execute a PPC auction, targeting options, and keyword research. You will also learn how to create compelling ads, measure goals, and adjust bidding options.

- › Lesson 1: Introduction to PPC
- › Lesson 2: Psychology of Search
- › Lesson 3: Account Hierarchy
- › Lesson 4: Search Ads and Keyword Targeting
- › Lesson 5: Increasing Reach with Display Network
- › Lesson 6: Reaching Target Audiences
- › Lesson 7: The Buying Funnel
- › Lesson 8: The Paid Search Auction
- › Lesson 9: Setting and Measuring Marketing Goals
- › Lesson 10: How PPC Fits into the Digital Strategy

# Website Conversion Rate Optimization

In the world of Digital Marketing, the process of turning someone who browses your website into an actual paying customer is called “conversion”. If not done right, Digital Marketing can be a drain on your resources without achieving desired results. In this course, you will look at what makes good website testing practices and how a customer-centric approach can boost your conversions. You will also learn about pinpointing your marketing focus and identifying missed conversion opportunities with some critical tips and strategies.

- › Lesson 1: Introducing Website Conversion Rate Optimization
- › Lesson 2: Laying the Foundations of Conversion
- › Lesson 3: Getting to Know Your Customers
- › Lesson 4: Creating the Message
- › Lesson 5: Anatomy of a Landing Page
- › Lesson 6: Why Design Matters
- › Lesson 7: Testing for Conversions
- › Lesson 8: Seeing the Bigger Picture

# Digital Analytics

In the everyday non-Internet world, you as a business owner may have no idea how your customers heard about your business, what items they looked at, or how their past purchases are influencing their current visit. Digital Analytics data can answer all of those questions and help you make better business decisions. You will look at Digital Analytics maturity levels and how to assess your organization's strengths and weaknesses and how to report and present the results of your analyses. The course also discusses how to use the concepts and techniques of Segmentation and Lean Six Sigma to improve and refine your analyses, getting results that will help your business. Finally, you will look at best practices in tracking your campaigns, how to test your website components for conversions, and the significance of "multiplicity" in Digital Analytics.

- > Lesson 1: Introduction to Digital Analytics
- > Lesson 2: Organizational Maturity
- > Lesson 3: Building Blocks
- > Lesson 4: Management Perspectives of Digital Analytics
- > Lesson 5: Key Performance Indicators
- > Lesson 6: Segmentation
- > Lesson 7: The Analysis Process
- > Lesson 8: Marketing Management
- > Lesson 9: Experimentation and Testing
- > Lesson 10: Reports and Dashboard
- > Lesson 11: The Digital Analytics Stack

# Marketing Automation

When conducting digital marketing, many businesses face the challenge of performing endlessly repetitive, boring tasks such as email blasts or social media announcements. That's where automation comes in. This course covers the basic concepts in marketing automation, what it is, and the impact it can have on customer engagement. By looking at how you can automate marketing messages based on time or event-based triggers, this course shows you how to build relevant conversations with your customers and increase revenue. Furthermore, you will learn how you can shape your automated campaigns to reward power users and build customer loyalty.

- > Lesson 1: Introduction to Marketing Automation
- > Lesson 2: Lead Capture and Nurture
- > Lesson 3: Automated Campaigns
- > Lesson 4: Improving Customer Life Cycle

# Programmatic Buying

The more automation that digital marketers can have at their disposal, the better. As the digital ecosystem is expanding, more businesses are moving to Programmatic Buying for their online advertising campaigns. Programmatic Buying automates ad transactions through systems and algorithms that work in real-time. This course will take you through the intricacies of Programmatic Buying and how it can provide the most beneficial outcomes in display advertising.

- › Lesson 1: What is Programmatic Buying
- › Lesson 2: Programmatic Buying vs. Traditional Paid Marketing Approaches
- › Lesson 3: Programmatic Direct vs. Real-Time Bidding
- › Lesson 4: Programmatic Workflow
- › Lesson 5: Targeting Strategies in Programmatic
- › Lesson 6: Ad Frauds

# Tools - Google Analytics: Specific Techniques and Reports

In this module, you will learn to use Google-specific analytics tools covering Advanced Table Filtering, Analytics Intelligence, Mobile Application Tracking, Multiple Goals and Goal Types, Tracking Unique Visitors, and Custom Data Alerts. You will also learn how to spot unidentified risks as well as leverage Custom Alerts and UTM Tracking Parameters.

- › Lesson 1: Advanced Table Filtering
- › Lesson 2: Analytics Intelligence
- › Lesson 3: Mobile Application Tracking
- › Lesson 4: Multiple Goals and Goal Types
- › Lesson 5: Tracking Unique Visitors
- › Lesson 6: Custom Data Alerts
- › Lesson 7: Identify the Known Unknowns and Leverage Custom Alerts
- › Lesson 8: UTM Tracking Parameters Part 1
- › Lesson 9: UTM Tracking Parameters Part 2
- › Lesson 10: Universal Analytics
- › Lesson 11: Enhanced Ecommerce

# Google AdWords Fundamentals

Google AdWords is Google's online ad service, and is very influential in the Internet community. In this course, you will learn about the tools and techniques used in paid search advertising, covering topics such as account structure, keywords and match types, creating text and search ads, and ad extensions. You will also look at campaign types and settings, advertising metrics, bidding and bid modifiers, quality score, AdWords reports, and tools. When you master these tools and techniques, you will be able to make the most of your AdWords account.

- > Lesson 1: Introduction to AdWords
- > Lesson 2: Account Structure
- > Lesson 3: Keywords and Match Types
- > Lesson 4: Creating Text and Search Ads
- > Lesson 5: Ad Extensions
- > Lesson 6: Display Ads
- > Lesson 7: Display Targeting
- > Lesson 8: Campaign Types and Settings
- > Lesson 9: Advertising Metrics
- > Lesson 10: Bidding and Bid Modifiers
- > Lesson 11: Quality Score
- > Lesson 12: AdWords Reports
- > Lesson 13: AdWords Tools
- > Lesson 14: Optimizing Your Account

# Facebook

Social media platforms present a big opportunity to advertisers to get their message in front of many users, and Facebook is the biggest player in the social media scene today. Therefore, advertisers must know their way around this platform in order to better reach a wider audience. After completing this course, you will be able to build a marketing strategy for Facebook, understand the Facebook News Feed algorithm and how to use it, and integrate Facebook with other marketing efforts. You will also learn about Facebook ads, choosing ad types, and ad targeting.

- > Lesson 1: Understanding Facebook
- > Lesson 2: Facebook Presence and the News Feed Algorithm
- > Lesson 3: Visual and Video Content on Facebook
- > Lesson 4: Putting Facebook to Work
- > Lesson 5: Facebook Messenger
- > Lesson 6: Facebook Advertising

# YouTube and Video Marketing

A picture is worth a thousand words and today, internet users are consuming more and more content in the form of videos on their mobiles or desktops. YouTube is the major mover in this area, so knowing what makes it tick is key, and may just well give you that extra edge. Digital marketers need to know how to get the maximum use out of video for their campaigns. After completing this course, you will be familiar with video marketing strategies, techniques to gain exposure and measure impact, leveraging mobile video, and how to promote and measure mobile video.

- › Lesson 1: YouTube and Video Marketing

# Twitter

With its shorter messaging parameters, Twitter's been gaining a lot of popularity among people who may otherwise get social media burnout. Using Twitter Ads strategically can have significant benefits for your business: growing your customer base, amplifying your marketing reach, and building your brand in a way that truly impacts your bottom line. This course, developed in partnership with Twitter and delivered by Edric Subur from Twitter's Small Businesses Marketing Team, will show you how to bring the full power of Twitter Ads for your business.

- › Lesson 1: Understanding Twitter
- › Lesson 2: Using Twitter as a Marketer
- › Lesson 3: Customer Service and Engagement via Twitter
- › Lesson 4: Marketing on Twitter
- › Lesson 5: Understanding Twitter Advertising
- › Lesson 6: Twitter Ad Options

# Digital Marketing Strategy

You can't become a digital marketing superstar until you grasp how to put together a plan for success. Digital marketing strategy is the driving force behind your business marketing growth. By understanding the fundamentals of what a solid digital marketing strategy involves, you can build out various marketing channels to their peak performance.

- › Lesson 1: Digital Marketing Strategy

## Course **Advisor**

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**Brad Geddes:** Brad Geddes is the author of Advanced Google AdWords, and the founder of Certified Knowledge. He frequently writes columns for Search Engine Land and co-moderates the AdWords forum on Webmaster World. He has led more than 60 AdWords seminars.



# Digital and Social Selling Certified Associate



## About the Course

Digital and social selling is changing the game for sales and marketing teams everywhere, as an increasing number of people are found online. Based on proven methods, the course is designed to help sales and marketing professionals sharpen their digital and social selling skills and gain a competitive edge in the marketplace. You'll get hands-on exposure to modern CRM and sales intelligence tools and learn how to improve social media engagement, generate better quality prospects, drive faster conversions and generate more revenue.

The Digital and Social Selling Training Program shows you how to integrate digital techniques into your sales process and enhance your sales performance. A variety of case studies and industry-specific projects will give you real-world experience with digital and social selling.

### Key Features



Interactive Training



Hands on Projects with Real-world Applications

# Course **Advisor**

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**Paul Lewis:** Paul is a 20+ year marketing veteran who has been overseeing the management, creation, and execution of digital marketing and sales enablement programs at Pitney Bowes. He has built and scaled a highly effective global digital selling program which has generated over \$10M in revenue.



# Course **Outline**

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## **Module 1: Attract Your Customers**

- > Introduction to Digital Selling - Beyond Social Selling
- > Developing Digital Selling Credibility

## **Module 2: Connect with Your Customers**

- > Digital Research and Developing Buyer Personas
- > Turning Digital Connections into Sales Conversions

## **Module 3: Engage with Your Customers**

- > Building Sales Engagement Through Content Marketing

## **Module 4: Convert and Grow Your Customers**

- > Developing and Integrated Digital Selling Strategy
- > Digital Selling Beyond Customer Acquisition