

Certified Digital Marketing Professional (CDMP)[®]

Course Outline



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What Modules are covered?

Module 1 - Affiliate Marketing

- Introduction
- What Is Affiliate Marketing?
- Becoming a Merchant
- How to Become an Affiliate
- Managing an Affiliate Program
- Affiliate Marketing Compensation Models
- Affiliate Marketing Strategies for Merchants
- Affiliate Marketing Strategies for Affiliates
- Affiliate Networks
- Affiliate Software
- Popular Affiliate Programs
- Affiliate Marketing Tools to Use
- Potential Issues with Affiliate Marketing
- Affiliate Marketing and Online Marketing

Module 2 - Blogging

- Introduction
- What Is Blogging?
- Blogging Platforms
- Blogging Essentials
- Creating a Blogging Strategy
- Integrating Blogging into a Business Strategy
- The Benefits of Blogging
- Blogger Outreach and Guest Blogging
- What Is Vlogging?
- Making a Living Through Blogging
- Tips to Help You Run a Successful Blog
- Mistakes to Avoid When Blogging
- The Most Popular Tools for Bloggers
- Blogging as a Part of Online Marketing

Module 3 - Content Marketing

- Introduction
- Basics of Content Marketing
- Types of Content
- Content Creation
- Content Optimization
- Content Management
- Content Distribution
- Content Marketing Metrics to Monitor
- Content Marketing Strategy
- Challenges of Implementing Content Marketing
- Content Marketing and Online Marketing
- Content Marketing and Influencer Marketing
- Tools and Apps to Help You with Content Marketing

Module 4 - E-Commerce

- Introduction
- What Is E-Commerce?
- Creating a Business Plan
- Legal Guide for E-Commerce
- Having an E-commerce Website
- Choosing an E-Commerce Platform
- How to Promote Your Business
- Strategies to Increase Sales
- E-Commerce SEO
- Common Issues with E-Commerce SEO
- Mobile SEO for E-commerce
- Exploring Online Market Places
- Understanding Customers

Module 5 - E-Mail Marketing

- Introduction
- Basics of Email Marketing
- Types of Emails
- Mailing List
- How to grow your Mailing List
- How to write an Email?
- Email Deliverability
- Email Marketing Metrics
- A/B Test of an Email Campaign
- Lead Nurturing
- Increasing Conversation with Email Marketing
- Email Marketing Tools and Automation
- Email Mobile Marketing

Module 6 - Online Marketing

- Introduction
- Basics of Internet Marketing
- Web Analytics
- Basics of Conversion Optimization
- The Basics of Search Engine Marketing
- The Basics of Social Media Marketing
- Basics of Search Engine Optimization
- E-Mail Marketing
- Affiliate Marketing
- Steps to Develop Internet Marketing Strategy
- Lead Generation
- Internet Marketing Glossary

Module 7 - SEO Marketing

- Introduction
- Search Engines and Marketing
- Google AdWords
- Google AdWords Account
- Google AdWords Account Structure
- Keywords
- Bidding and Budget
- Quality Score
- Creating and Campaigns and Ads
- Optimization of the Campaign
- Campaign Tracking
- Advertising Bing/Yahoo Network
- SEO and SEM Strategy

Module 8 - SEO Optimization

- Introduction
- Introduction to Search Engine Optimization
- Understanding Search Engines
- Search Engine Friendly Site Design
- Basics of Keyword Research
- Google Rankings
- Google Panda and Other Algorithm Updates
- Link Building
- Search Engine Tools and Services for Webmasters
- Steps to Optimize Your Website
- SEO Recommendations

Module 9 - Social Media Marketing

- Introduction
- Social Media Marketing
- Social Media Websites
- Blogging
- Social Media Engagement
- Social Media and Target Audience
- Sharing Content on Social Media
- Social Bookmarking Websites
- Approach to Social Media
- Dos and Don'ts of Social Media
- Social Media Strategy
- Tips on Using Social Media in Marketing
- Using Social Media for Promotion
- How to Promote Using Social Media
- Social Media MOI and Branding
- Using Social Media for Establishing Relationship
- Social Media and SEO
- Tools for Managing Social Media
- Social Analytics
- Automation and Social Media
- Social Media and Other types of Marketing
- Social Media Marketing Glossary
- Importance of Social Media in Marketing

Module 10 - Web Analytics

- Introduction
- Understanding Web Analytics
- Web analytics basics
- Google Web Analytics Basics
- How to Make Web Analytics Work for Your Website
- How to Increase Your Site's Visibility through Web Analytics
- Ten Most Common Web Analytics Mistakes and Pitfalls
- Web Analytics: Best Practices
- Analysing Analytical Data
- Web Analytics Methods
- Social Media Analytics
- Mobile Analytics
- Tips for Webmasters

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