BRITISH SCHOOL
OF MARKETING
INTERNATIONAL

BSMI
Professional Diploma in
Digital Marketing

about
BSMI

Our Mission

BSMI provides professional and academic courses in business and marketing that are tailored to ensuring that young people and existing professionals are prepared for university study and careers in the evolving global digital economy.

Vision Statement

Our vision at BSMI is to provide academic marketing and business courses as preparation for University and Higher Education and professional courses for those in careers. We aspire to grow the school by increasing our existing higher education partnerships and further connecting with universities around the world. With our stated aim of becoming a Tier 4 UK school, BSMI will continue to transform students and professionals into global marketeers and business leaders through study from Foundation to post-Graduate level.

BSMI welcomes students from all corners of the world to further their career prospects. Students can choose from professional courses in Business Administration, Digital Marketing, Customer Service, Leadership and Management and industry tailored career programs.

We look forward to welcoming you to BSMI.

BSMI Management

CONTENTS

Welcome

Setting the standard

76% of people feel that marketing has changed more
in the past two years than it has in the previous fifty.
[Adobe]

Traditional marketing methods alone aren't enough to efficiently
drive lead generation and sales. Digital marketing spend is
forecasted to
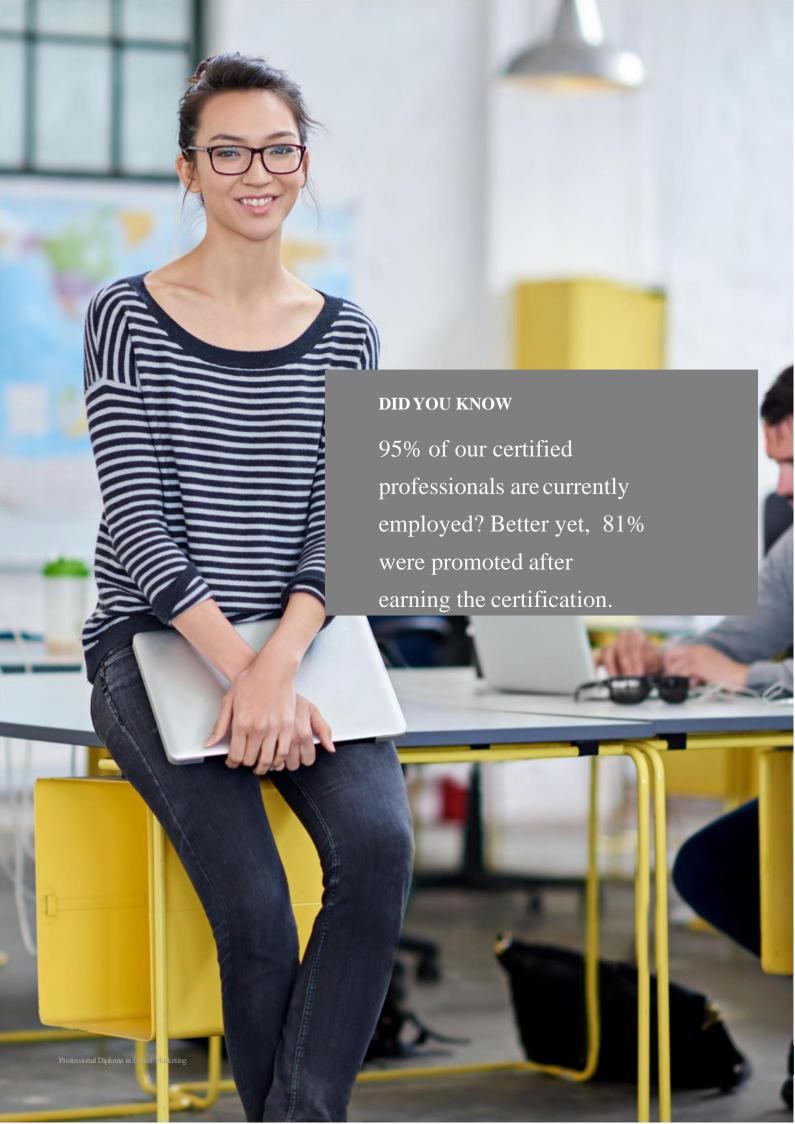reach over $190 billion worldwide by 2017, as organizations
continue to recognize the ability of digital tools and channels to
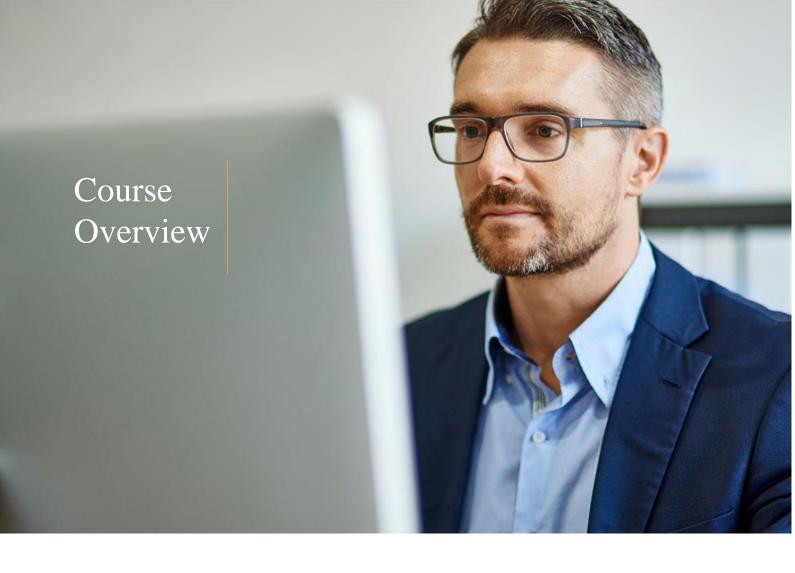build brand
awareness,   generate   high-quality leads, and maximize revenue.

As the digital economy experiences major growth, the
demand for skilled digital professionals is significant and
growing.
The Professional Diploma in Digital Marketing will help you kickstart
an
exciting, dynamic career or advance an existing one. Whether
you are a seasoned business owner wanting to build your
brand online, or just starting out, this course is perfect for
you.

DID YOU KNOW

95% of our certified professionals are currently employed? Better yet, 81% were promoted after earning the certification.

Course
Overview

Who is this course for?

- Marketing Executives, Managers, Senior Management
- IT Managers
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

This course benefits various levels of skill, and will empower you to maximize the impact of your marketing through powerful digital tools.

Course Content

Becoming a Certified Digital Marketing Professional will ensure you know the tools and skills needed to create a cohesive, effective online marketing strategy.

There are ten modules in our Professional Diploma course that cover in details the disciplines involved in best practice digital marketing which include:

1. Introduction to Digital Marketing

2. Search Marketing: SEO

3. Search Marketing: PPC

4. Digital Display Advertising (DDA)

5. Email Marketing

6. Social Media Marketing (Part 1)

7. Social Media Marketing (Part 2)

8. Mobile Marketing

9. Analytics

10. Strategy & Planning

Introduction to Digital Marketing

The Introduction to Digital Marketing explores how to harness the power of digital within the context of your organization's marketing strategy. You will gain a fundamental understanding of the core principles of digital marketing, and be able to distinguish between traditional and digital techniques.

This module will provide you with an understanding of what is involved in creating and implementing effective digital marketing campaigns.

It also introduces the foundational aspects of digital marketing and covers areas including: search, digital display, email marketing, social media and mobile marketing, as well as analytics.

You will understand how to develop an integrated and effective digital marketing plan that incorporates these various specialisms. In addition, you will know how to conduct ongoing analysis and measurement in order to manage and evaluate your digital marketing efforts and budgets.

Search Marketing: SEO

The Search Marketing: SEO module will help you to understand the concept of Search Engine Optimization (SEO) and how you can leverage key techniques to improve your website's organic ranking on search engine results pages (SERPS) to drive more traffic. It also covers key terminology and technical insights necessary to cultivate an effective SEO strategy.

You will explore keyword research and the process of selecting suitable keywords for your website, as well as other types of optimization for online content. You will understand how to create and include effective content and use meta-tags throughout your website.

The module will also explore how websites are viewed and evaluated by search engine spiders, and how to speed up the indexation process. You'll learn about a range of specialist tools that are available to help common search engines find, view and rate websites.

The module will also cover off-page elements of optimization including inbound linking and techniques that can boost a website's inbound link popularity. You will recognize how SEO is content-driven, and understand the importance of creating fresh, relevant and original content to enhance your ranking.

This SEO module will enable you to monitor and manage your SEO activity by setting a baseline and regularly measuring activity against your pre-determined goals.

Topics covered include:

- Key SEO Concepts
- Search Results & Positioning
- Benefits of Search
- Stakeholders in Search
- Mechanics of Search
- On-Page Optimization
- The SEO Process
- Customer Insights
- Analysis & Review
- Keywords Research & Selection

- Content Updates & Layout
- Meta Tags
- SEO Site Map
- SEO Google Search Console
- Off-Page Optimization
- Ranking
- Laws & Guidelines

Search Marketing: PPC

The Search Marketing: PPC module will teach you about the importance of Pay-Per-Click Advertising (PPC), and how it can be used to effectively drive quality traffic to your website, as well as the accompanying terminology and technical skills.

During the module, you will understand how to set up a Google AdWords account and develop an AdWords campaign through three key elements: keyword research, ad copy and landing pages. The module also addresses AdWords campaign settings and ongoingcampaign management.

You will be able to conduct keyword research and know the range of specialist tools that are available to help run and administer effective PPC campaigns in order to maximize Your advertising spend. This will enable you to analyze current search marketing activity and tailor and target campaigns to enhance engagement rates. You will recognize the features of effective, optimized ads and develop skills in writing compelling and targeted ad copy.

Finally, this module ensures you know how to set and manage budgets for AdWords campaigns and measure and analyze their effectiveness through the generation of detailed reports.

Digital Display Advertising

The Digital Display Advertising module will help you to create and implement effective digital display advertising campaigns. It covers the core concepts and terminology associated with digital display advertising as well as key campaign aspects including: ad formats, campaign setup and planning, target audience definition and publisher selection, campaign administration, budgeting (including different pricing metrics), measurement and optimization.

The module will reference different display advertising campaigns, and use a wide range of ad campaign examples showcasing strong ad creatives to demonstrate how different formats can be applied and published.

You will learn about the wide range of display ad formats and how to carefully choose the most appropriate one/s for your target audience segments.

In addition, you will know how to develop clear objectives, deploy a campaign and then measure and optimize your campaign based on analytics. You will also be able to research and use a range of campaign publishers.

Topics covered include:

- Key Digital Display Concepts
- Benefits of Digital Display
- Business Value
- Running Effective Ads
- Ad Formats
- Ad Features
- Ad Display Frequency

- Campaign Budget
- Creativen Formats
- Campaign Steps
- Target Audience
- Campaign Objectives

Email Marketing

The Email Marketing module will enable you to construct and deliver an effective email marketing campaign. The module will cover the four foundational aspects of email marketing: data capture and subscriber segmentation, email design and content, email delivery, and measurement and reporting.

This module will enable you to plan a marketing segmentation strategy for your target audience and identify aspects of effective email design in terms of user-centric content, coherent layout and an attractive aesthetic.

You will also understand how to grow and manage a subscriber database, and the unique features of Email Service Providers and software solutions.

With knowledge of split testing, you will be able to use key metrics to report on the effectiveness of your campaigns, including open rates, Click-Through-Rates (CTR), unsubscribes and bounces. You will also know how to monitor and evaluate email marketing analytics.

Topics covered include:

- Campaign Process
- Online Data Capture
- Offline Data Capture
- Segmentation
- Email Design
- Key Email Marketing Concepts
- Email Copy
- Email Structure
- Email Delivery
- Email System
- Key Terms & Metrics
- Split Testing

Social Media Marketing (Part 1)

The Social Media Marketing (Part 1) module covers the key concepts and terminology used in social media marketing and its primary platforms including Facebook, Instagram, Twitter, Periscope and LinkedIn.

This module will help you set up and prepare social media marketing initiatives. It covers defining goals and setting Key Performance Indicators (KPIs) for your social media campaigns and explores a range of core social media platforms.

You will understand how to develop the knowledge and skills to effectively engage with customers across a diverse range of social media platforms.

This will help you appreciate current trends and innovations in the social media space, and spot opportunities to convert the "always connected" social consumer.

Finally, this module will ensure you can recognize the suitability of different social platforms for your objectives so you can select and prioritize those that align with different goals for your organization, customers, products and services. You will recognize that different social media communication styles may apply for different target audiences and be able to implement them appropriately.

Topics include:

- Key Concepts of Social Media
- Social Media for Business
- Social Media Goals
- Setting Goals and Priorities
- Facebook Features
- Facebook Business Page

- Facebook Messenger for Business
- Facebook Apps
- Instagram Features
- Instagram
- Instagram Best Practice
- Twitter

Social Media Marketing (Part 2)

The Social Media Marketing (Part 2) module will help you develop the skills needed to implement the full range of social media tools and platforms to cultivate and sustain relationships with customers.

It builds upon Social Media Marketing (Part 1) and expands upon the topicsand platforms introduced. In this module, you will understand the challenges involved in implementing an effective social media strategy for your business, especially when using paid advertising options.

You will cover some supplementary social media channels such as YouTube, Google+ and Pinterest and learn the importance of these for achieving specific social media goals.

Using advanced features including individual native analytics platforms, such as Facebook Insights and Twitter Analytics will also be covered. This will allow you to become familiar with how to schedule, manage and report on your campaigns and social media activity.

Finally, you will be able to measure and optimize your social media campaigns and be aware of the relevant privacy laws in this area.

Topics include:

- Google Brand Page
- Google Hangouts
- Pinterest Profile
- Pinterest Advertising
- Pinterest Business
- Facebook Ads
- Instagram Ads
- Twitter Ads
- Youtube Ads

- Social Media Insights
- Social Media Promotions
- Social Media targeting
- Laws & Guideline

Mobile Marketing

The Mobile Marketing module will help you create and deliver effective mobile marketing campaigns. You will cover the key concepts that underpin mobile marketing, and understand the value of immediacy, mobility and personalization within any mobile marketing activity. You will also understand the importance and key components of a mobile-optimizedwebsite.

This module will enable you to recognize the key attributes of effective mobile apps and take the 7 necessary steps to create one that is effective. You will explore mobile search, its differences and similarities to desktop search and the role of AdWords in mobile search.

By understanding the necessary knowledge and skills, you will know how to utilize the power of mobile technologies as a way to access increasingly mobile consumers.

You will look at the emergent trends within the mobile space and recognize the opportunities to convert "always on" mobile users, and interact effectively with specific audiences based on context and location.

In addition, you will explore mobile advertising and the range of technologies that are available to help engage with consumers such as SMS, NFC, mobile sites, apps and Bluetooth. You will also recognize the importance of suitable campaign messaging, and the need to validate marketing activity with campaign trials, reviews and ongoing analytics and measurement.

Topics include:

- Key Mobile Marketing Concepts
- Trends in Mobile
- Mobile Devices
- SMS Content
- SMS Strategy
- Mobile Advertising
- Mobile Optimized Websites
- Mobile Apps
- 7 Step Process for Mobile Apps

- Implementation
- Mobile Marketing Goals
- Review & Testing

Analytics

The Analytics module will help you develop the knowledge and skills required to measure, monitor and optimize your digital marketing activity. This will equip you with the technical understanding and insights to build an online reporting structure for your business.

In order to monitor and measure online traffic, you will know the range of specialist tools on offer. You will also explore the business benefits of using analytics tools as a standard.

This module will teach you to set up accounts, views and permissions and apply analytics tracking across your website(s). You will understand the importance of aligning business KPIs with your analytics goal configuration and learn how to utilize

the features of Google Analytics to develop a detailed profile of your target audience (location, demographics, technology, devices, and interests).

With new skills, you will be able to assess the effectiveness of a website in terms of its technical performance and speed and measure levels of user engagement and conversion by tracking activities such as downloads, video views, purchases and registrations etc.

Finally, you will be able to output a range of standard reports from analytics such as visitors, traffic, content, goals, e-Commerce, AdWords and event tracking. You will be capable of creating and scheduling customized reports as and when required.

Topics include:

- Key Analytics Concepts
- Goal Set-up
- Analytics Code
- Analytics Profile
- Audience
- Technology
- Advertising
- AdWords Campaign

- Traffic Sources
- Scheduling & Delivery
- Bounce Rate
- Site Search
- Conversions
- Ecommerce
- Real Time reporting
- Customized reporting

Strategy and Planning

The Strategy and Planning module provides the skills to create a formal digital marketing plan for your organization, enabling you to work effectively with a digital agency or external contractors as required, and establish an approach that will allow you to implement a successful digital marketing strategy.

This module is based on the specific methodology, which consists of a process based on three distinct parts.

Part 1 includes a situation analysis exercise, a formal information gathering process, and an audience definition exercise.

Part 2 develops a set of clear and meaningful objectives for the digital marketing plan. An action plan is developed to provide a coherent project structure, including milestones, deliverables and resources.

Part 3 emphasizes the importance of an iterative process of monitoring, analysis and enhancement based on the performance of digital marketing activities and campaigns. This module brings together all the strands of the Professional Diploma in Digital Marketing to create a coherent digital marketing plan based on our proven planning methodology and process.

Topics include:

- Key Strategy & Planning
- First Steps
- Planning
- Analysis
- Target Audience

- Setting Objectives
- Appropriate Tools
- Action Plan
- Budgeting
- Measurement

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