kod szkolenia: E-DMI / ENG e-learning

Certified Digital Marketing Course – e-learning

The Digital Marketing Institute (DMI) is the global standard for digital marketing certification, with over 50,000 graduates across more than 100 countries.

This certified course, delivered under license from the Digital Marketing Institute, consists of 11 thematic modules through which participants develop fundamental competencies in digital marketing.

The training program covers essential marketing topics and develops hands-on skills in using tools such as Google Ads and Google Analytics. It also explores other core areas of digital marketing including social media management, SEO, email marketing, and content marketing. Upon completion, participants are eligible to pursue an internationally recognized marketing certification at Level 5 of the European Qualifications Framework (EQF) - equivalent to a short postgraduate program.

The course is delivered via Altkom Akademia online learning platform, where participants have access to video lessons, transcripts, articles, and presentations. All educational materials are provided in English. Each module is enriched with case studies developed by expert trainers, and participants can complete practical assignments aligned with the course content. Post-course consultations are included as part of the training package.

This course is designed for individuals who want to enhance their digital competencies and validate their knowledge with an international certificate. The certification process is conducted independently of the DMI Educational Partner.

Why DMI Certification Matters – Graduate Survey Results*:

- **Employability:** 86% of employers are more likely to hire candidates with a DMI certification**; 93% of graduates are currently employed.

- **Career Advancement:** 73% of certified professionals received a promotion.
- **Higher Earnings:** 74% of graduates received a salary increase after completing the course.
- **Satisfaction & Career Impact:** 95% of graduates reported that the course had a positive impact on their career.

**DMI Graduate Survey 2024*
***Chief Marketing Officer Survey, 2024*

Training recipients

- Traditional marketing and PR professionals – who want to upgrade their skills in digital marketing and validate their expertise with an international certification.
- Digital marketing specialists – looking to certify their competencies and prepare for a promotion to managerial positions.
- Business owners and independent consultants – busy professionals seeking a concise, high-impact training that covers the most essential digital channels.
- Career changers or those entering the digital field – the digital industry continues to face a talent shortage, making this a great opportunity to shift career paths in just 10 weeks.

Benefits

- Participants will gain a solid understanding of core concepts and strategies in digital marketing, including the differences between traditional and digital marketing, as well as the principles of inbound and outbound marketing.
- They will learn how to effectively plan digital campaigns, including setting SMART goals and conducting target audience and competitor research.
- They will be able to create and optimize content as part of a content marketing strategy, using tools such as ChatGPT and performance audits to enhance effectiveness.
- Participants will explore key social media platforms and learn how to design engaging advertising campaigns, enabling more effective marketing efforts across social channels.
- They will acquire foundational knowledge of SEO and website optimization, helping increase their brand’s visibility in search engines.
- They will learn how to run PPC and display advertising campaigns using Google Ads, including budget

planning and campaign performance analysis.
- They will gain insight into email marketing techniques and learn how to use CRM tools to build effective campaigns, improving customer communication.
- Participants will learn how to develop and implement a comprehensive digital marketing strategy, define key performance indicators (KPIs), and monitor marketing activities—enhancing their effectiveness in a Digital Marketing Manager role.

Training program

Module 1: Digital Marketing in the Era of AI

- What is digital marketing? Key terms and concepts
- Inbound and outbound marketing
- Overview of digital channels and tools
- AI in digital marketing
- Staying up to date in digital marketing
- Tools for audience sentiment analysis
- Competitor research
- Industry and customer research using AI
- Traditional customer funnel and Customer Journey
- Evolution of the customer journey
- Integrating offline and digital marketing

Module 2: Content Marketing

- Seasonal vs evergreen content
- Content intent – building authentic brand narratives
- Customer personas
- Generating content topic ideas
- Creative briefs
- Content creation and curation
- Getting started with ChatGPT
- Content publication planning
- Auditing content marketing performance

Module 3: Social Media Marketing

- Influencing the customer journey via social media
- How social media algorithms work
- Key platforms: Facebook, WhatsApp, Instagram
- Key platforms: X (Twitter), LinkedIn
- Video platforms: YouTube and TikTok
- Optimizing social media profiles for business
- Building and maintaining communities

- Engaging audiences through social media
- Five key steps to create social media campaigns
- Best practices for using AI in social media

Module 4: SEO (Search Engine Optimization)

- How search engines evaluate websites
- SERP (Search Engine Results Page)
- Conducting SEO keyword research
- Technical optimization
- Page Experience Ranking Signals
- Google Search Console
- On-page and off-page SEO
- Free SEO tools
- AI tools for SEO
- Using ChatGPT for SEO

Module 5: Paid Search (PPC) and Display Advertising

- PPC keyword research
- Budgets and bidding in Google Ads
- Creating PPC campaigns
- Display and video advertising
- GDN, AI, and Performance Max
- Display and video ad formats
- Demand generation targeting
- Remarketing in display and video campaigns
- Metrics and reporting in paid media
- Optimizing search, display, and video campaigns
- Using AI in Google Ads
- AI and Performance Max

Module 6: Email Marketing

- Email and omnichannel marketing – tools and strategies
- Email marketing regulations and compliance
- CRM and marketing automation – using CRM for personalized email campaigns
- AI and automation
- Building email workflows and their benefits
- Designing campaigns: subject lines, copywriting, visual design
- Challenges in email deliverability
- A/B testing to optimize email campaigns
- Improving campaign performance

Module 7: Professional Skills for Digital Marketers

- Seven-Step Framework for project management
- Test and Learn approach
- Using Agile and MVP concepts

- Generating new ideas
- Removing creativity blockers
- Developing problem-solving skills
- Benefits of strategic thinking
- Time-saving strategies and "creating time"
- Effective communication strategies
- Persuasive communication

Module 8: Website Optimization and eCommerce

- Building online visibility
- Website optimization through the lens of Customer Journey
- Homepage essentials
- User-Centered Design principles – UX and UI
- eCommerce solutions
- Website performance metrics and tools
- A/B testing in website optimization
- Social channels in eCommerce
- Analytics and reporting via social media tools

Module 9: Analytics with Google Analytics 4 (GA4)

- Google Analytics 4 (GA4) fundamentals
- Analytics, data privacy, and protection
- GA4 account setup
- Integrating GA4 with other tools
- GA4 event types
- Advanced custom events in GA4
- Key GA4 reports
- UTM tracking with URL Builder
- Real-time data in GA4
- Audience insights in GA4
- Using AI for data-driven decision-making
- AI in customer journey mapping

Module 10: Digital Marketing Strategy

- Marketing today
- AI in strategic planning
- Strategy and ROI
- Critical thinking in research
- Auditing as the foundation of digital strategy
- Strategic planning and forecasting
- Developing a marketing brief
- Creative brief development
- Agency collaboration models
- Using media plans

- Delivering campaign action plans

Module 11: Video Chat (Live Session)

- Q&A session
- Sample test based on final certification exam
- References to additional resources
- Guidance for individual development

Expected preparation of the participant

A minimum B2 level of English proficiency is required to ensure comfortable communication.

Training Includes

- E-learning content estimated at approximately 90 hours of study, available for a period of 12 months.
- Access to additional training materials and examples from the Polish market.
- Access to knowledge quizzes for each module and a final exam simulation.
- Practical exercises to consolidate the acquired knowledge – including 2 hours of online consultations with a trainer after completing the course.
- Certification cost and one attempt at the exam are included *(each additional attempt costs €75)*.

Czas trwania

1 dni / 5 godzin

Language

Materials: English

Exam: English