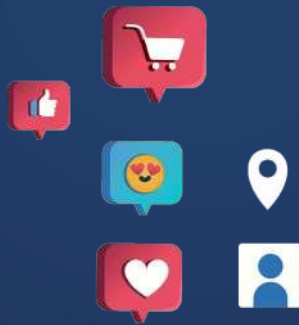




Digital Marketing Specialist

Master's Program

Official Partner



Live Instructor-Led Sessions



Leverage ChatGPT & Generative AI tools



Harvard Business Publishing Case studies



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About the Program

This Digital Marketing Specialist Master's Program is designed to transform you into a digital powerhouse with in-depth expertise in all digital marketing domains with its dynamic and immersive learning experience. You will gain practical knowledge and expertise through **live interactive sessions** and **10+ real-world case studies**, which include case studies from Harvard Business Publishing. You will learn **35+ digital marketing tools** and **work on 16+ real-world projects**. Additionally, you're also entitled to a **Meta Certified Digital Marketing Associate exam** voucher at zero cost.

Furthermore, this program covers essential areas such as behavioral marketing, SEO, SEM, social media, email marketing, mobile marketing, content strategy, analytics, AI, automation, and emerging technologies to prepare you for the fast-paced digital world and enable you to deliver exceptional results. The various capstone projects at the end of the program will help you apply all the concepts you have learned to solve real-world marketing problems and fill gaps in strategies.



Key Features of the Program



Industry recognised Digital Marketing Specialist certificate from Simplilearn.



Live classes delivered by digital marketing industry experts



Leverage the latest AI tools to optimize & streamline the sales & marketing processes.



Free Meta Certified Digital Marketing Associate exam voucher



Learn via Harvard Business Publishing case studies



Learn 35+ digital marketing tools



Access to master sessions by Meta Blueprint trainers



5 Capstone problem statements and 15+ course-end projects



10+ case studies from brands like Adidas, KFC, Nike, Intel, etc



Course aligned with Hootsuite and SE Ranking certification



Learn using the Meta Business Coach chatbot



Simplilearn's career services to help you get noticed by top hiring companies (for India only)

About The Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram, and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens and toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.



Access to master sessions
by Meta Blueprint Trainers



Learn foundational advertising
concepts of Facebook,
Instagram, and Messenger



Free Meta Certified Digital
Marketing Associate Exam
Voucher



Access to self-paced content
curated by Meta for the exam



Course aligned with Meta
Certified Digital Marketing
Associate exam



Access to Meta Business
Coach



***“Earn Meta Certificated
Digital Marketing
Associate Badge After
Passing the Exam ”***

Harvard Business Publishing Case Studies



Enhance the Search Engine Optimization (SEO), bolster online marketing efforts, and optimize the media plan for Thunderbird's new website with the help of web metrics.



Step into the shoes of the Senior VP of Media Contacts to optimize Search Engine Marketing (SEM) for Air France to generate customer sales cost-effectively.

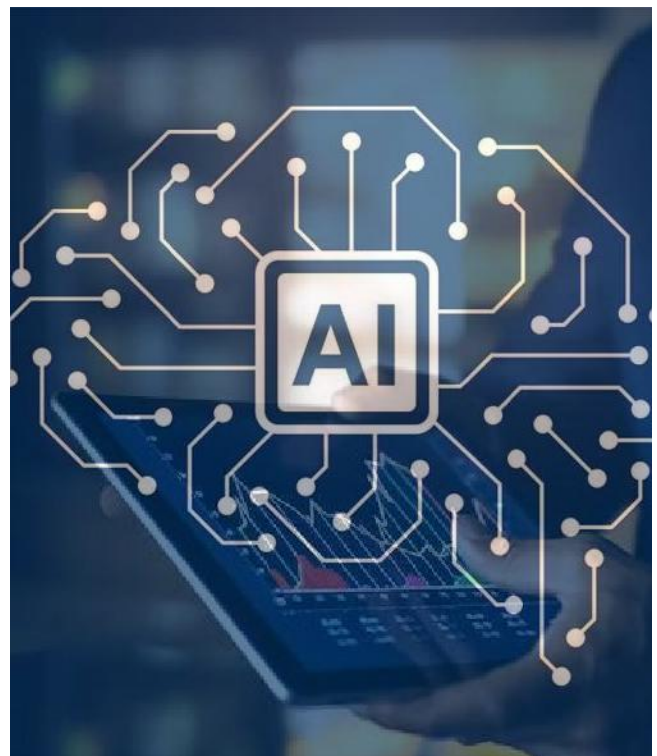
Other Case Studies



Become a New-Age Digital Marketer by Leveraging Generative AI in Sales and Marketing

Explore the future of marketing with AI: Dive into digital strategies, AI, and the role of generative AI. Master automated copywriting, AI-powered segmentation, and dynamic campaigns. Learn predictive analytics, AI-driven customer retention, and ethical considerations.

- ✓ Master Gen AI-powered marketing strategies across various channels such as SEO, social media, email, and mobile marketing
- ✓ Forecast sales trends, enhance CRM processes, and predict customer behavior with AI
- ✓ Optimize pricing, promotions, and customer retention with the help of Gen AI-powered marketing strategies
- ✓ Learn personalized communication with Chatbots and Virtual Sales Assistants
- ✓ Maximize efficiency with Gen AI-powered time savings



Learn Generative AI Tools



Simplilearn Exclusive Benefits



SE Ranking

Get free access to the SE Ranking platform for 1 year!



Complete the HubSpot Email Marketing Certification training to become a HubSpot-certified professional!

About Simplilearn

Founded in 2010 and based in Plano, Texas and Bangalore, India, Simplilearn, a Blackstone portfolio company, is the world's leading digital skills provider, enabling learners across the globe. Simplilearn offers access to world-class work-ready training to individuals and businesses worldwide. Simplilearn offers 1,500+ live online classes each month across 150+ countries, impacting over 8 million learners globally. The programs are designed and delivered with world-renowned universities, top corporations, and leading industry bodies via live online classes featuring top industry practitioners, sought-after trainers, and global leaders. From college students and early career professionals to managers, executives, small businesses, and big corporations, Simplilearn's role-based, skill-focused, industry-recognized, and globally relevant training programs are ideal upskilling solutions for diverse career or business goals.

Recommended Certificates

This Digital Marketing Specialist Masters Program will help you prepare for the below external certifications. Although the program provides comprehensive coverage of various topics, it is crucial to acknowledge that you must also prepare and study additional subjects specific to the chosen certification. Simplilearn recommends enrolling for Google, Meta & Hubspot certifications which are NOT INCLUDED IN THE PROGRAM.



Meta Blueprint



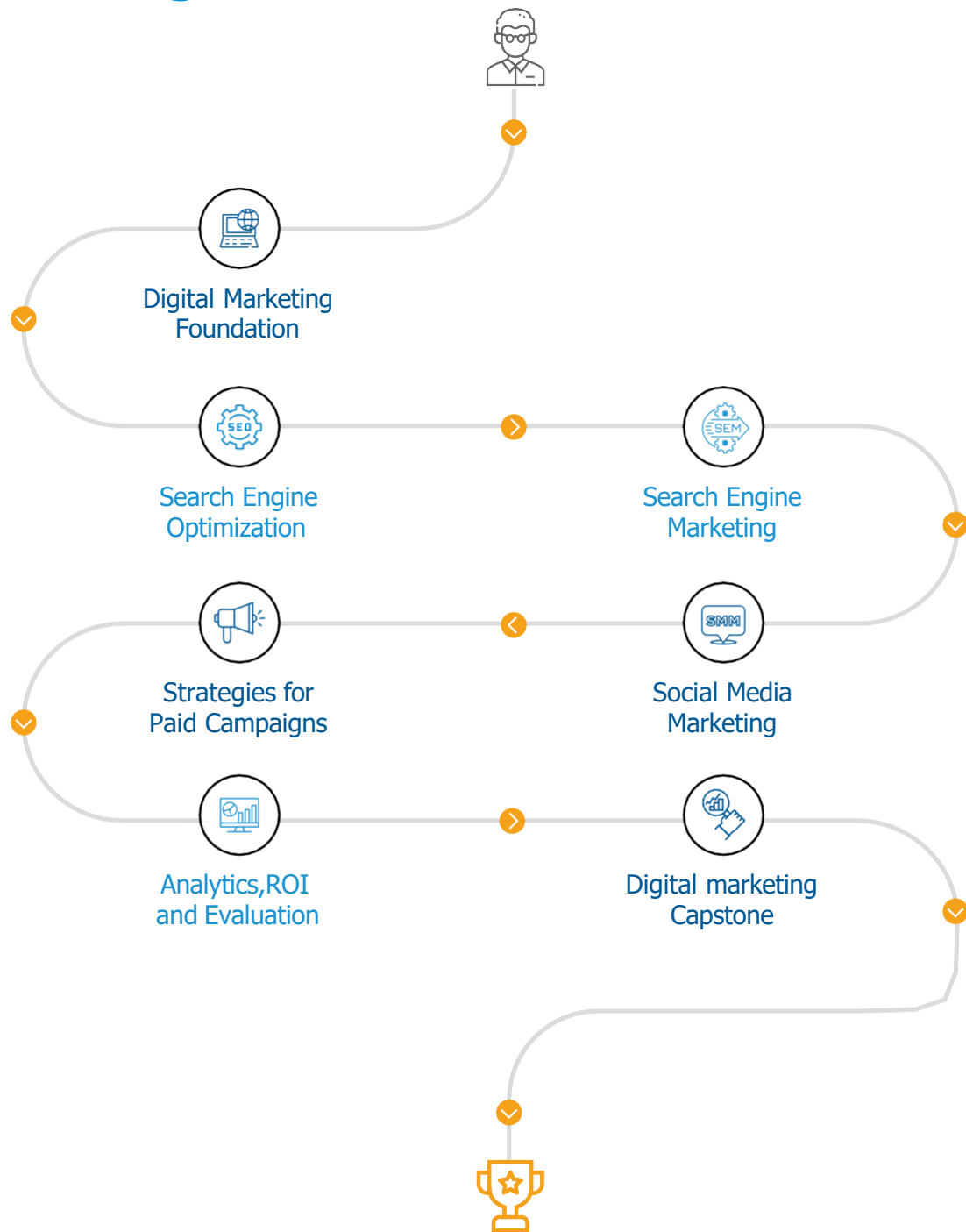


Program Outcomes

At the end of this Digital Marketing Specialist Masters Program, you will be able to:

- ✔ Use the fundamental ideas and techniques of digital marketing to promote your business and increase your customer base
- ✔ Learn to leverage AI and emerging technology in sales and marketing processes and learn how it helps automate campaigns and increase productivity
- ✔ Plan and implement digital marketing campaigns across different domains
- ✔ Optimize your pages for SEO and rank your pages higher on search engines with keyword optimization techniques
- ✔ Create a campaign and bidding strategy for your paid marketing campaigns
- ✔ Create content on platforms like Facebook, Instagram, LinkedIn, and Twitter, and run advertisements there
- ✔ Target customers with mobile devices using various mobile marketing techniques
- ✔ Create and implement a content strategy based on the goals and objectives at every stage of the marketing funnel
- ✔ Optimize different campaign KPIs and metrics with the help of different analytics tools

Learning Path



Electives

- ✓ Email and Mobile Marketing
- ✓ Generative AI in Sales and Marketing
- ✓ Blogging
- ✓ E-commerce Listing
- ✓ Affiliate Marketing
- ✓ B2B Marketing
- ✓ Meta Master Session

Digital Marketing Foundation

This foundation course will cover key concepts such as the differences between digital and traditional marketing, the 4Ps of digital marketing, influencer marketing, voice search, website creation, and behavioral marketing. You will dive deeper into behavioral marketing and analytics, understanding customer lifecycles, buying stages, and the dynamics of the marketing funnel to enhance your strategic marketing approach.

Topics Covered

1. Digital Marketing Landscape

- ✓ Lesson 1- Introduction to Digital Marketing
- ✓ Lesson 2 - Digital marketing vs Traditional Marketing
- ✓ Lesson 3 - The 4Ps of Marketing (Old and New)
- ✓ Lesson 4 - The 5 Ps of Strategy
- ✓ Lesson 5 - How Technology has changed the Marketing Landscape
- ✓ Lesson 6 - Importance of Influencer Marketing
- ✓ Lesson 7 - Video Marketing: The Future of Ads
- ✓ Lesson 8 - Leveraging Voice Search
- ✓ Lesson 9 - Importance of Visual Content
- ✓ Lesson 10 - UI vs. UX

2. Website Creation

- ✓ Lesson 1- Introduction to Website Creation
- ✓ Lesson 2 - Introduction to WordPress
- ✓ Lesson 3 - WordPress Website Creation Process
- ✓ Lesson 4 - WordPress Plugins and Website Launch.

3. Behavioural Marketing

- ✓ Lesson 1 - Understanding of Behavioral Analytics
- ✓ Lesson 2 - Why is Behavioral Marketing important?
- ✓ Lesson 3 - Types of Behavioral Marketing
- ✓ Lesson 4 - How Does Behavioral Marketing Work?
- ✓ Lesson 5 - Sources to Profile Users Based on Data
- ✓ Lesson 6 - User Profiling Based on Data
- ✓ Lesson 7 - Benefits of Behavioral Marketing

Tools Covered



Search Engine Optimization

This module will teach you the importance of Search Engine Optimization(SEO). You will learn how on-page and off-page SEO works, the technical side of SEO to rank higher on search engines, and how to analyze competitors.

Topics Covered

- ✓ Lesson 1 - Fundamentals of SEO
- ✓ Lesson 2 - On-Page vs. Off-Page
- ✓ Lesson 3 - Technical SEO
- ✓ Lesson 4 - Google's Focus on User Experience
- ✓ Lesson 5 - Updates, Algorithms, and Ranking Systems
- ✓ Lesson 6 - Website Asset Optimization (video, images, reviews)
- ✓ Lesson 7 - Link Building
- ✓ Lesson 8 - How to Optimize Your Content for Voice Search
- ✓ Lesson 9 - E-commerce Website SEO for More Sales
- ✓ Lesson 10 - Increasing the Website Conversion Rate Using SEO
- ✓ Lesson 11- Conducting SEO Audit
- ✓ Lesson 12 - The Future of SEO

Tools Covered



Search Engine Marketing

Learn how paid ads work with the help of keyword research. You will learn about different bidding strategies in-depth in the context of B2B & B2C channels.

Topics Covered

- ✓ Lesson 1 - Overview of Search Engine Marketing
- ✓ Lesson 2 - Understanding Concepts of Pay-Per-Click (PPC), Google Ads Algorithm, Ad Rank, & Ad Positioning
- ✓ Lesson 3 - Bidding and Budget Strategies
- ✓ Lesson 4 - Keyword Research and optimization using the search term report for better ROI
- ✓ Lesson 5 - Role and benefits of Ad Extensions
- ✓ Lesson 6 - Setting up automation rules for ads
- ✓ Lesson 7 - Strategies to make best ad copies giving 100% ad strength
- ✓ Lesson 8 - How to target the right customers with demographics, interest, location, etc.
- ✓ Lesson 9 - Use of dynamic keyword insertion
- ✓ Lesson 9 - Remarketing ads
- ✓ Lesson 10 - Integrating with different campaign types and optimization
- ✓ Lesson 11 - Using RLSA in Google Analytics to maximize the performance of campaigns
- ✓ Lesson 12 - Difference between the standard shopping ads and smart ads
- ✓ Lesson 13 - How to optimize feeds at Google Merchant center
- ✓ Lesson 14 - Learn how to diagnose the shopping feed, identify errors, and correct them
- ✓ Lesson 14 - Performance Max & Smart campaigns are the future of Google Ads
- ✓ Lesson 14 - How to create and optimize the mobile app install ads to increase the number of users

Tools Covered



Social Media Marketing

In this module, you will understand the need to leverage social media channels, learn how to select the correct content type in context for each channel, and grasp the importance of social media in e-commerce. Learn about the content research strategies and tools to design the right content from a social media channel point of view. In this module, you will also learn how to define the goals and objectives at every marketing funnel stage using informative content.

Topics Covered

- ✓ Lesson 1- Digital and Social Media Marketing (SMM) Overview
- ✓ Lesson 2 - Social Brand Management
- ✓ Lesson 3 - SMM Significance, Role, Goals, and Elements
- ✓ Lesson 4 - Setting Up Audience Personas
- ✓ Lesson 5 - SMM Strategy and Channels
- ✓ Lesson 6 - SMM Key Metrics
- ✓ Lesson 7 - Organic Postings
- ✓ Lesson 8 - Creating Facebook and Instagram Ads
- ✓ Lesson 9 - LinkedIn Marketing
- ✓ Lesson 10 - LinkedIn Marketing
- ✓ Lesson 11- Content Marketing as a Backbone of Digital Marketing
- ✓ Lesson 12 - Best Practices to Optimize the B2B and B2C Content for Different Channels
- ✓ Lesson 13 - How Content Can Help in Improving the Performance of Paid Ads
- ✓ Lesson 14 - Designing a Content Structure (Topic Cluster Model Like HubSpot)
- ✓ Lesson 15 - Best Mobile Ad Content Sizes for Better Results
- ✓ Lesson 16 - How to Create and Use an Effective Content Calendar for Future Activities
- ✓ Lesson 17 - Measuring Content KPIs with Google Analytics and Other Tools
- ✓ Lesson 18 - Designing the Content Framework

Tools Covered



Strategies for paid campaigns

Learn how to perform a deep analysis of paid campaigns and check the metrics of every ad to optimize the campaigns for better conversions. You will also learn about the essential elements of landing pages and related design strategies based on the business and industry.

Topics Covered

- ✓ Lesson 1- Overview of Paid Campaigns: How is a Paid Campaign Helpful in Business Building?
- ✓ Lesson 2 - Introduction to Conversion Rate Optimization and Conversion Funnel
- ✓ Lesson 3 - Setting Targets Using CRO Benchmarks
- ✓ Lesson 4 - CRO Analytics: Measuring and Tracking Conversion Rates
- ✓ Lesson 5 - Principles of a Good Landing Page
- ✓ Lesson 6 - Readability and Hierarchy of the Landing Page
- ✓ Lesson 7 - How to Use Interactive Videos, Pictures, and Graphics to Improve Landing Pages
- ✓ Lesson 8 - The Need Generation Technique or The Scarcity Generation for Persuasion
- ✓ Lesson 9 - The Theory of Cognitive Dissonance: Persuasion Principle
- ✓ Lesson 10 - Using Reciprocity: The Principles of Reciprocal Concessions
- ✓ Lesson 11- Setting Up Dynamic Ads: Knowing the Musts of the Dynamic Ad Campaigns
- ✓ Lesson 12 - Best Practices for Marketing Budget Allocation
- ✓ Lesson 13 - Tracking and Analyzing the Performance of Your Competitors using Auction Insights
- ✓ Lesson 14 - Facebook Pixel
- ✓ Lesson 15 - Campaign Bid Strategies Using Portfolios: Google Ads
- ✓ Lesson 16 - Determining Campaign Budget and Scheduling
- ✓ Lesson 17 - Building Campaigns in Ads Manager
- ✓ Lesson 18 - Marketing and Tracking: Attribution Model.

Tools Covered



Analytics, ROI and Evaluation

Learn about the different types of KPIs and metrics using various analysis tools. Also, work on a live campaign to check the ROI of any product or service and learn how to improve the results.

Topics Covered

- ✔ Lesson 1 - The difference Between KPIs & Metrics
- ✔ Lesson 2 - Metrics for Paid/Owned/Earned
- ✔ Lesson 3 - How to Use Tools Like Crazy Egg to Understand Behavioral Patterns of Users on the Site Interface
- ✔ Lesson 4 - In Social Media, How is Reach Different from Number of Impressions and How We Can Achieve a 1:1 Ratio
- ✔ Lesson 5 - Engagement Rate vs. Conversion Rate
- ✔ Lesson 6 - Bounce Rate vs. Exit Rate
- ✔ Lesson 7 - How to Analyze Customer Journeys Using Google Analytics
- ✔ Lesson 8 - How to Set Up an E-commerce Marketing Funnel and Analyze It with Google Analytics
- ✔ Lesson 9 - How to Calculate ROI for Any Campaign.

Topics Covered



Digital Marketing Capstone Project

The insights you have acquired in this digital marketing program can effectively be applied in this capstone project. You can select from among five distinct capstone projects, each designed to allow practical application of the knowledge you have gained. As the final stage of your educational journey, the capstone project serves as a testament to your proficiency in this field, positioning you favorably for prospective employers.

Choose from below capstone

contractworks

ContractWorks is a contract management software for your contracts in a secure ecosystem at any time, technology, software, security, and compliance. It encounters difficulties in extending its customer reach.

Skullcandy

Skullcandy is a global brand bringing the noise and have successfully modernized audio and leveled to affordable and high style attainable. Help keep Skullcandy consumers engaged.

toast

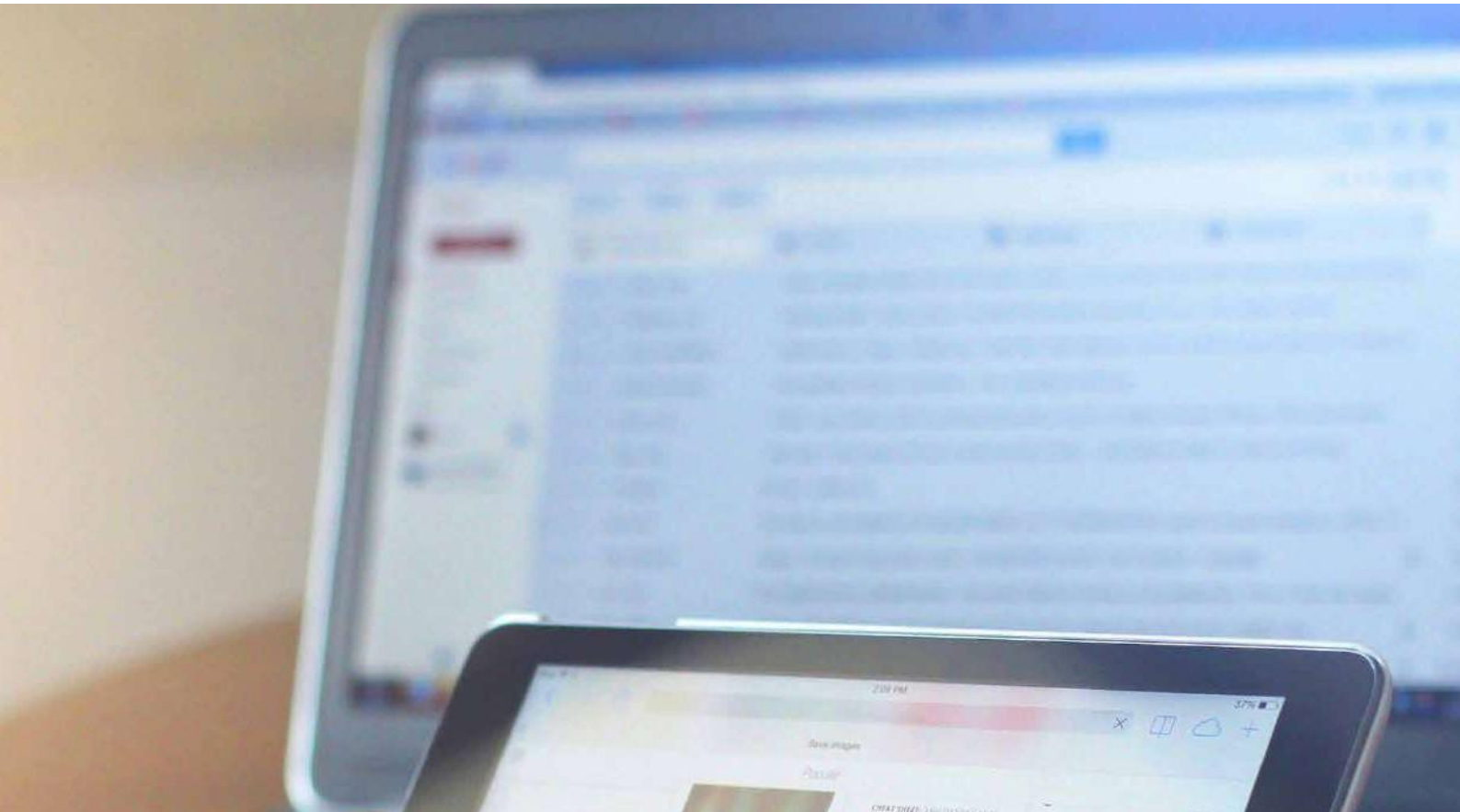
Toast is a high-end, niche fashion retailer and partner help reaching new customers and driving revenue guidelines, a sense of style, and seasonal trends –



Adidas is a German multinational corporation that and accessories. It is the largest sportswear manufacturer globally, after Nike. Help Adidas market new products to its reach.



Grand Savings Bank is a full-service community bank providing diverse financial products and services to individuals and business customers. Help GBS gain more visibility and rank higher on search engines to grow and increase its customer base.



Electives

Generative AI in Sales and Marketing

Dive into digital strategies, AI, and the role of generative AI. Master automated copywriting, AI-powered segmentation, and dynamic campaigns. Learn predictive analytics, AI-driven customer retention, and ethical considerations.

Email and Mobile Marketing

In this module, you'll master the end-to-end email marketing processes, including automation and crafting high-converting email templates. Additionally, you'll understand the significance of mobile apps and marketing, discover techniques for optimizing apps with relevant keywords, and execute effective mobile ad targeting strategies

Topics Covered

- ✓ Email Marketing
- ✓ Fundamentals of Email Marketing
- ✓ 5 Email Marketing Strategies to Boost the Growth of Your Business
- ✓ Creating a Mailchimp Campaign
- ✓ Template Creation
- ✓ Types of Leads and Lead Generation
- ✓ Automation and Campaign Execution
- ✓ Overview of Automation Dashboard
- ✓ Creating a Drip Campaign
- ✓ A/B Testing
- ✓ Mobile Marketing
- ✓ Introduction to Mobile Marketing
- ✓ Fundamentals of App Monetization
- ✓ Google Universal App Campaigns
- ✓ Facebook Marketing
- ✓ Twitter Marketing
- ✓ YouTube Marketing
- ✓ HubSpot CRM and AppTweak
- ✓ How to Rank Higher with ASO
- ✓ Ways of App Promotion
- ✓ Use of SEO and ASO in Mobile Marketing
- ✓ Burst Campaign to Boost App Installs

Tools Covered





Blogging

Learn how to create and maintain a blog for promotion and user interaction in this course.



E-Commerce listing

Learn the basics of the e-commerce listing process. Learn how to promote your product and provide after-sales support.



Affiliate Marketing

Learn the basics of affiliate marketing and how to use it to promote your business effectively.



B2B Marketing

Learn the basics of B2B marketing and various marketing techniques to increase your reach to B2B audiences.



Meta Master Session

Attend online interactive master sessions by Meta Blueprint trainers and get insights about the latest trends in the digital marketing field.

Certificate

Upon completing the Digital Marketing Specialist Masters program, you will receive an industry-recognized certificate from Simplilearn, which will act as a testament to your skills as a digital marketing expert.



Advisory Board



Sachin Senghal

Digital Marketing Specialist | Guest Faculty @ B Schools |
Trained 15k+ | Empowering Businesses and Professionals |
14+ Years Experience



CM Manjunath

Digital Marketing Trainer | SEO | Google Ads | Social Media
Marketing | Content Marketing | Web Analytics



Abhay Raj

Founder and Head - Marketing and Business Operations
Digital Marketing Consultant | Mentor | Trainer



Babu Chakraborty

Digital Marketing Head | Data-Driven Marketer



Amarpal Khanuja

Performance Marketing | Google Ads Specialist | Facebook Ads
Specialist



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