

Digital Marketing Strategy Skills Bootcamp: Syllabus

Module	Topics Covered
The Digital Marketing Landscape	Omnichannel marketing: Acquisition, Development, and Retention.
The Customer Journey	How to plan and evaluate the customer journey for customer segments, looking at channels, timing, and personalisation through customer insights.
The Role of Data in Marketing	Developing personas to segment and target your database.
Creative Strategy	Developing a proposition, creating briefs that instruct and inspire, and evaluating creative work.
Responsible Marketing and Data Protection	The marketing regulations you need to know, including consumer trust, ethics, and GDPR.
Planning Campaigns	How to plan, implement, measure, and optimise an integrated omnichannel campaign. How to analyse campaigns and transform data into insights for continuous improvements.
Print Mail	Why and when to use direct mail or door drop campaigns, and how to measure performance.
Marketing Channels	Explore the online and offline marketing channels available to you, and the benefits/drawbacks of each.
Customer Centric Websites	How to put your customers at the heart of your website design, using personas and insight to create personalised customer journeys.
Google Analytics	An overview of the Google Analytics dashboard and how to select and interpret the right data for your reports.
Search Engine Opportunities	Search Engine Optimisation, Pay Per Click, Affiliates and Display Marketing.
Social Media	How to develop a social media channel and campaign strategy whilst measuring and optimising your content.
Content marketing	How to develop and deliver a content strategy to move customers through the marketing funnel, and the right metrics to use to measure success.
Budgeting	What should be included in a budget, how to set and manage one, and how to measure ROI.
Email Marketing	How to develop a strong email campaign strategy, and how to measure email success.
Mobile Marketing	The value of mobile marketing, the importance of optimising your website for mobile, and how to develop, measure and test a mobile marketing strategy.
Presentation Skills	A workshop to inspire you with fresh ideas, leaving you with a set of principles that you can employ to become a confident presenter.
Leadership for the Modern Marketer	A workshop that will leave you inspired, informed, and with a plan of action for the next 12 months. Learn how modern organisations need leaders at every level.

Digital Marketing Strategy Skills Bootcamp: The Course

DMA's **Digital Marketing Strategy Skills Bootcamp**, funded by the Department of Education, will teach you all you need to know about creating an effective omnichannel campaign strategy, combining digital and non-digital channels.

Templates, processes, and real-life examples will help you implement your learnings throughout the course.

You will be lead through the modules by a tutor, along with several specialist guest tutors, who are all industry practitioners at the top of their games teaching bang up to date knowledge.

You will also work with a team on a marketing brief to put the knowledge you learn into practice, presenting your response at the final session of the course.

You will have access to our Online Learning Hub for 12 months, where you'll find online lessons covering each of the modules to support your learning.

You will complete two of the modules, Print Mail and Budgeting, independently through lessons on your Learning Hub.

The course will be delivered in 11 sessions, running from 09:30 – 17:00, one day per week.

If you are attending a Skills Bootcamp in London, Leeds, or Manchester, three of these sessions will run face-to-face in a city centre location, with eight held virtually via Zoom.

If you are attending an Online Skills Bootcamp, all 11 sessions will be held virtually via Zoom.

Once you have completed the course, you will have the opportunity to sit the IDM Certificate in Digital Marketing Strategy exam.

If passed, you'll receive this professional IDM accredited level 5 qualification.

[Apply or register your interest in our Skills Bootcamps by clicking here](#)