



ICDL Module
**Advanced Digital
Marketing**

Syllabus Version 1.0

Purpose

This document details the syllabus for the **Advanced Digital Marketing** module. The syllabus describes, through learning outcomes, the knowledge and skills that a candidate for the **Advanced Digital Marketing** should possess. The syllabus also provides the basis for the test theory and practice-based in this module.

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ICDL - Advanced Digital Marketing V1.0 (Part 1)

CATEGORY	SKILL SET	REF.	TASK ITEM
1.Traditional Marketing vs Digital Marketing	<i>1.1 Traditional Marketing - Approach</i>	1.1.1	Know the one-way nature of Traditional Marketing communications messaging through conventional media - Out-of-home, print, radio, and TV – being primarily brand/product-centric.
		1.1.2	Understand the non-democratic nature of content creation and sharing involved in Traditional Marketing – solely influenced by media owners and advertisers.
	<i>1.2 Traditional Marketing - Constraints</i>	1.1.2	Understand that Traditional Marketing channels are primarily limited in space / volume – e.g. airtime slots in radio / television and ad insertions of pre-defined size and space in print.
		1.2.2	The logistics involved also limits the dissemination of messages geographically, hinders iterations/measurement, and is expenditure-intensive.
	<i>1.3 Digital Marketing - Approach</i>	1.3.1	Understand that the democratic nature of content creation and sharing in Digital Marketing necessitates it to be open and engaging with audiences.
		1.3.2	Know that Digital Marketing channels leverage on both push and pull tactics to attract and convert leads.
		1.3.3	Recognise that Digital Marketing messages are a mix of audience-centric (educational content) and brand/product-centric, aimed at engaging the audiences while promoting a brand or selling a product/service.
	<i>1.4 Digital Marketing - Opportunity</i>	1.4.1	Recognise that campaign schedules in Digital Marketing are flexible due to the dynamic and decentralized nature of content publishing and targeting online.

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	1.4 Digital Marketing - Opportunity	1.4.2	Understand that Digital Marketing depends on small budgets and an incremental approach based on continual analysis.
		1.4.3	Know that audience engagement can perpetuate mass brand advocacy online in short timelines due to the opportunity presented by online viral content.
2. Advanced Digital Marketing Concepts	2.1 Key Concepts	2.1.1	Understanding the Marketing Funnel in the Digital Marketing context. Appreciate key stages - Need, Search, Evaluate, Purchase, Advocate – and know how to use marketing channels in each stage.
		2.1.2	Be aware of the constraints of Digital Marketing: No in-person interaction, can be intrusive if overdone, slow iterative process, ineffective if channels are not chosen to suit a product/brand's persona and messaging requirements.
	2.2 Digital Marketing - Characteristics	2.2.1	Understand the flexibility Digital Marketing offers in calendar-management, scheduling, response to engagement, and perpetual scope for evolution.
		2.2.2	Know that in the initial stage Digital Marketing are small, initiatives are broad-based, and result-oriented commitments are low. Budget is expanded / allocated on the basis of audience response and engagement levels.
		2.2.3	Know that Digital Marketing doesn't depend on tactics that facilitate an immediate sale. They rely heavily on engagement through various stages such as research, design, production, sales, marketing, and support.
		2.2.4	Know that modern Digital Marketing necessitates the involvement of various departments to sustain a through and meaningful conversation with consumers.

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2. Advanced Digital Marketing Concepts	<i>2.3 Digital Marketing - Implications</i>	2.3.1	Know that Digital Marketing campaigns are not linear/straight-forward. These aren't conclusive within a defined timeline, but evolving in nature.
		2.3.2	Recognise that campaigns are calendered in a flexible manner, leaving scope for continual changes.
		2.3.3	Know various factors of manpower allocation during campaign management: scope of work, nature of work, and skills required.
		2.3.4	Recognise the risk involved in re-using Traditional Marketing creatives and messages for Digital Marketing projects.
3. Understand the Digital Audience	<i>3.1 Initial Research</i>	3.1.1	Understand that the primary objective of Marketing is to successfully introduce a product/brand in the market.
		3.1.2	Recognise the importance of initial research activities to understand the need of the market: surveys, focus group discussions, and product trials etc.
		3.1.3	Understand that market research can be limited in its scope, as it's not a definitive test of a product's success in the market; however, research gives marketers an overall knowledge of the market.
	<i>3.2 Understanding the Market</i>	3.2.1	Understand that in Digital Marketing all interaction (Clicks, User-generated Content etc.) consumers have with a product/campaign are trackable and cumulatively indicate interest in a product / brand.
		3.2.2	Understand that a product's Digital Marketing starts through an active interaction with customers, based on their interests and the nature of their online activity, and not with a direct product-pitch.
		3.2.3	Know the tools a Digital Marketer can use to continually gauge consumers' interests / profile and the success of online marketing initiatives through Social Listening, Keyword Research, Website Traffic Analysis and Competitors Analysis.

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4. Prioritise Digital Marketing Channels	<i>4.1 Search Engine Optimisation</i>	4.1.1	Understand the need for making your website search-engine-friendly, and why you should populate it with most-searched-for long-tail keywords.
		4.1.2	Recognise how Search Engine Optimisation syncs with other Digital Marketing channels.
	<i>4.2 Search Marketing</i>	4.2.1	Understand the importance of investing in keywords that give you maximum Return on Investment.
		4.2.2	Know how search Engine Marketing complements all other Digital Marketing channels.
	<i>4.3 Email Marketing</i>	4.3.1	Recognise why it is important to make an intrusive channel such as email engaging through content customisation, effective targeting and continual iteration of target audience, based on response.
		4.3.2	Understand how to fit Email Marketing in the overall Digital Marketing framework.
	<i>4.4 Display Advertising</i>	4.4.1	Understand why it's important to place result oriented online ads that effectively circumvent banner blindness and are placed on relevant sites.
		4.4.2	Understand how Display Advertising can charge-up branding and lead generation campaigns as one of the most costly media that supports other cost-effective Digital Marketing channels.
	<i>4.5 Social Media</i>	4.5.1	Understand that the primary objective of Social Media is to build and sustain a long-term relationship with various stakeholders of a brand.
		4.5.2	Recognise how Social Media serves as the most cost-effective media, contributing to other Digital Marketing channels as an effective brand-recall and communications tools.
	<i>4.6 Mobile Marketing</i>	4.6.1	Understand why Mobile Marketing is fast turning into a pivotal point of all Digital Marketing initiatives.
		4.6.2	Know how Mobile Marketing is closely connected with all other Digital Marketing channels.

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5. Integrate Digital Marketing Channels	<i>5.1 Planning</i>	5.1.1	Recognise the primary functions of a Digital Marketing strategy, such as alignment with overall business goals and immediate marketing objectives, zeroing-in on the right target audience, effective positioning amid competition, leveraging on the right marketing platforms, campaign planning, content-creation, budgetary allocations, analyses, reporting, and iteration.
		5.1.2	Know the importance of setting the right goals as the foundation for coherent plans, streamlined implementation, and better accountability in terms of allocation of targets, and measurement of Return on Investment through objective analysis.
		5.1.3	Understand the importance SMART goals that are specific, measurable, actionable, realistic, and timed.
		5.1.4	Know why it is important to integrate the right mix of channels to meet immediate business objectives; open to being scaled up.
		5.1.5	Recognise the need for a consistent online presence in-line with corporate identity and design.
		5.1.6	Understand the importance of collecting and analyzing key data in the process of developing a Digital Marketing strategy.
		5.1.7	Know how to build profiles or persona of your target audience, taking into account: Age, gender, demographics, location, preferences, and needs.
		5.1.8	Understand the importance of having policies and access controls in place for staff using company Digital Marketing accounts.
6. Implement Digital Marketing Concepts	<i>6.1 Search Engine Optimisation</i>	6.1.1	Understand the two main aspects of SEO implementation: 'on-site' optimisation, and 'off-site' optimisation.
		6.1.2	Recognise the main features that form part of on-site optimisation: code analysis, code structure, title tags, sitemap, keywords, meta-tags, alt-tags, headings, URL's, and site content.

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		6.1.3	Recognise the main features that form part of 'off-site' optimisation: inbound linking, external linking and directory registrations.
		6.1.4	Segment web search users through their demographics, interests, engagement needs, product needs, and purchase priority.
		6.1.5	Understand how to implement on-page optimization – Refine your website to be indexed by search engines, through long-tail keyword research; development of content with appropriate keyword density, layout and balance; inclusion of meta tags; and development of a web-crawler-friendly sitemap
		6.1.6	Understand how to implement off-page optimization – Improve your website rank through inbound and outbound link building through various link formats.
		6.1.7	Recognise counter-productive link-building practices such as broken links, no follow tags, flash content, keyword stuffing, duplicate content, and involvement of brokers or sellers.
	6.2 Search Engine Marketing	6.2.1	Know how to start Pay Per Click (PPC) advertising with what the customer is actually doing, and work backwards, towards a search marketing strategy.
		6.2.2	Understand the marketing terrain with keyword research; PPC research tools; and competitor research through visibility, ad copy, landing pages, positioning of ads, and overall approach.
		6.2.3	Know how to implement Google PPC advertising – Setting goals such as better visibility, enhanced reputation, credibility and status, market leadership and competitive advantage; Planning; developing campaign setup; managing campaign; monitoring, and analyzing.
		6.2.4	Understand how to develop result-oriented ad content through appropriate keyword selection, ad copy development in adherence to generic rules, and building landing pages that capture leads effectively

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		6.2.5	Know about targeting a global audience in a focused manner to reach out to prospective customers at the right locations at the appropriate time and in a language they will understand.
		6.2.6	Set daily budgets on Ad Words, edit campaign-bidding settings, and set/edit bids to get the maximum RoI for your ad-spend.
		6.2.7	Manage key Ad Words campaign settings pertaining to scheduling; Ad Groups, Ads and keywords; and Opportunities tab that provides suggestions/improvements based on account performance; and Reporting tab to access data that shows various aspects of a campaign's success.
	6.3 <i>Email Marketing</i>	6.3.1	Know about the latest Email Marketing trends in personalization, responsiveness, automation, testing, and privacy rules
		6.3.2	Capture subscribers through online and offline means such as signup form, contact form, competition tracking, sales, and customer care touch points.
		6.3.3	Manage subscriber database by cleaning old data, adding new information about customers acquired through interactions with them.
		6.3.4	Be aware that users carry out an informal prioritisation exercise every time they open their inbox.
		6.3.5	Recognise common online email services providers such as: Mailchimp.com, Campaign Monitor, ConstantContact.com, Aweber.com, Activecampaign.com, and Vertical Response
		6.3.6	Be aware of factors that might send your emails to SPAM folders: Often-used pitch words/phrases, disproportionate image/text ratio, excessive use of capitalization, random/numerous font styles and sizes, and attachments.
		6.3.7	Implement email scheduling, keeping in mind key factors such as the best days of the week, and time of the day to send out emails.

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	<i>6.4 Digital Display Advertising</i>	6.4.1	Recognise various types of ad banners used on affiliate and search ad network sites: standard banner, skyscraper, wide skyscraper, leaderboard, takeover, overlay, and takeover etc.
		6.4.2	Understand the importance of concepts such as banner ad position, size/content specifications, and webpage dimensions.
		6.4.3	Prioritise key ad components such image, animation, videos and smart ads that include dynamic feeds, and functionality in the actual ad banner (e.g.: comparison / quizzes / games).
		6.4.4	Choose the frequency of display ads, keeping in mind factors such as type of media, and the number of times any one viewer will see an ad; either per day or per campaign.
		6.4.5	Recognise the key constituents of a display ad media plan such as customer profile, selection of the right ad publisher, budgeting, buying media, finalizing the format of creatives, tracking, publishing campaign, and optimizing it continually.
		6.4.6	Get introduced to the Google Double Click Ad Planner and know how to use it to shortlist publishers.
		6.4.7	Understand that various segments of publishers click with different target audiences, based on relevance to visitors and display marketing objectives etc.
		6.4.8	Understand common business objectives of display ads (Brand Awareness, Lead Generation, Brand Engagement etc.) and know how to set campaign objectives to suit business objectives.
		6.4.9	Know how to select the right campaign plan/s to meet your business objective/s from ad plans such as Cost per click (CPC), Cost per lead (CPL), Cost per acquisition (CPA), and Cost per mille (CPM).

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	<i>6.5 Mobile Marketing</i>	6.5.1	Understand the major shift of most online activity to mobile in current times.
		6.5.2	Understand latest smartphone trends that significantly impact Mobile Marketing, such as penetration, in terms of device/subscriber types, plan activations etc.
		6.5.3	Know about mobile usage trends such as volume of text messages and voice calls, data usage, and volume/type of apps most commonly downloaded.
		6.5.4	Understand important concepts such as Mobile Search, M-Commerce, Mobile Advertising, Voice activation (Siri), Near-field Communication, and Geo-location.
		6.5.5	Understand why SMS still continues being a part of Mobile Marketing initiatives despite the advent of online messaging.
		6.5.6	Understand the primary process in carrying out an SMS campaign, involving selection of service provider, zeroing-in on the right recipient list, appropriate message selection, trial phase, implementation, and measurement.
		6.5.7	Recognise various means of mobile advertising such as PPC, in-app ads, affiliate mobile sites, search site networks, and Wi-Fi login page displays.
		6.5.8	Know about various dynamic responses mobile ads can generate: Tap to Expand, Tap to Buy, Tap to Visit, Tap to Call etc.
		6.5.9	Understand the advantages of mobile - optimised websites; they can adapt to screen size, address zoom and scroll constraints across device types, navigation, and legibility issues.
		6.5.10	Understand the advantages of mobile apps, such as ease of access, enhanced loyalty, utility value, live notifications etc.
		6.5.11	Recognise the fact that no app will find acceptance among consumers if it doesn't have utility value for them.
		6.5.12	Know the factors that come into play while choosing the right app developer: app development experience, quoted price, post-development support etc.

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		6.5.13	Recognise the key phases of an app project cycle: Development, submission in stores, promotion, measurement of download / usage, and regular updating.
		6.5.14	Prioritised approach: Know which Mobile Marketing channel to use, based on your business goals.
		6.5.15	Understand the importance of integrating mobile with other aspects of the Digital Marketing mix.
	6.6 Social Media Marketing	6.6.1	Recognise business goals, customer service goals, product goals, communication goals, and key marketing goals such as branding, awareness, engagement, response, lead generation and sales.
		6.6.2	Develop a social media strategy that integrates all platforms; helping you meet your goals.
		6.6.3	Know that a listening approach provides a clear focus for your social strategy in terms of channel selection, the tone of voice, location, and the key influencers.
		6.6.4	Understand that there are several tools available that allow for tracking of mentions of your business or industry through social media: socialmention.com, adictomatic.com, howsociable.com, twitalyzer.com, klout.com, Google alerts and local forums.
		6.6.5	Recognise that such tools allow you to identify the tone/sentiment in which your product is being discussed: youthful, serious, funky or professional.
		6.6.6	Understand how to develop an effective calendar of social updates, based on time, reach, and channel.
		6.6.7	Build the key pillars of organic social media initiatives such as status updates, engagement update, interaction update, and community update applicable across all major social media channels.
		6.6.8	Understand the strategic importance of newsfeed ads and display ads these platforms have – Facebook, LinkedIn, Twitter, Instagram, Snapchat, Pinterest, and Google+.

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7. Measure	<i>7.1 Search Engine Optimisation</i>	7.1.1	Know that analytics tools enable you to track and measure the search traffic to your website.	
		7.1.2	Know common analytics tools such as Google Analytics, Stat Counter, Omniture etc.	
		7.1.3	Access your analytics tool to evaluate the level of traffic, content accessed, traffic sources, and goals, referring sites, keywords used.	
		7.1.4	Know the seven key criteria against which you will measure your website's performance: <ul style="list-style-type: none"> 1.Is it found? 2.What page? 3.What position on page? 4.Is it technically complete? 5.Who is above you? 6.Traffic from each keyword? 7.Conversions form each keyword? 	
		7.1.5	Know how to maintain a weekly and monthly calendar of website performance against the baseline.	
		7.1.6	Record any notable events that would drive organic traffic to your website: PR, marketing, competitions etc.	
		7.1.7	Assess the impact of your activities, spot any trends, and identify remedial action necessary.	
		7.1.8	Understand why it is necessary to schedule a monthly keyword research exercise to ensure you are being found for the right keywords and phrases.	
		<i>7.2 Search Engine Marketing</i>	7.2.1	Know how to use Google Analytics to analyse the performance of an ad campaign against parameters such as Conversion Tracking, Cost per Acquisition, and Click Through Rate.
		<i>7.3 Email Marketing</i>	7.3.1	Measure the success of email marketing campaigns based on parameters such as open rate, total opened, unique opened, clicked, unsubscribed, bounced, and delivered.

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		7.3.2	Understand the benefits of Split Testing of email campaigns, and undertaking tests to know which the best components are across test emails sent out to sample audiences.
		7.3.3	Know that you can check whether your email loads with its design and content intact on all devices and email clients by testing the functionality within the ESP.
		7.3.4	Recognise that it is important to test your emails for adherence to anti-SPAM guidelines. You can conduct this test within your ESP to find out if your email will pass through SPAM filters.
	<i>7.4 Display Advertising</i>	7.4.1	Know that reporting sources include: Publisher, sales or ad network, Internal analytics and reporting, offline checks etc.
		7.4.2	Understand the key ingredients of an ideal report: Data on impressions, clicks, Click Through Rate (CTR), and lead conversions.
		7.4.3	Know how to assess appropriate data through analysis of traffic sources, click-through rates, conversions /goals etc.
		7.4.4	Know about proportion of the ads, Click-through rate, Actions and conversions, Proportion of users had interaction with Ad (time spent, views).
		7.4.5	Get an introduction to AB testing and how it can be applied in mobile ad variants.
		7.4.6	Understand that you can optimize your ad networks based on testing, trial of ad variants, and settling for the most successful ad.
	<i>7.5 Mobile Marketing</i>	7.5.1	Recognise the importance of continual testing to be aware if you are in line with your Mobile Marketing strategy.
		7.5.2	Understand the risk of your audience perceives mobile marketing to their devices as an intrusion of their privacy. Analyse open rates, app uninstallation, blocking of SMSes etc. As parameters to understand if your audiences perceive your messages as an intrusion.

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		7.5.3	Know how to access Google Analytics and find the range of mobile-related reports.
	7.6 Social Media	7.6.1	Set Key Performance Indicators, based on business goals.
		7.6.2	Know which social media analytics tools will help measure your social media performance against set KPIs – Kissmetrics, Google Analytics, and Cyfe.
		7.6.3	Analyse the performance of social media messages periodically and tweak the content and timing of messages based on learnings over time.
8. Adhere to Laws	8.1 Guidelines	8.1.1	Know about Privacy issues with regard to Digital Marketing.
		8.1.2	Know about Data Protection issues with regard to Digital Marketing.
		8.1.3	Know about Copyright issues with regard to Digital Marketing.
		8.1.4	Know about Accessibility issues with regard to Digital Marketing.
		8.1.5	Develop policy/guidelines with regard to Digital Marketing.