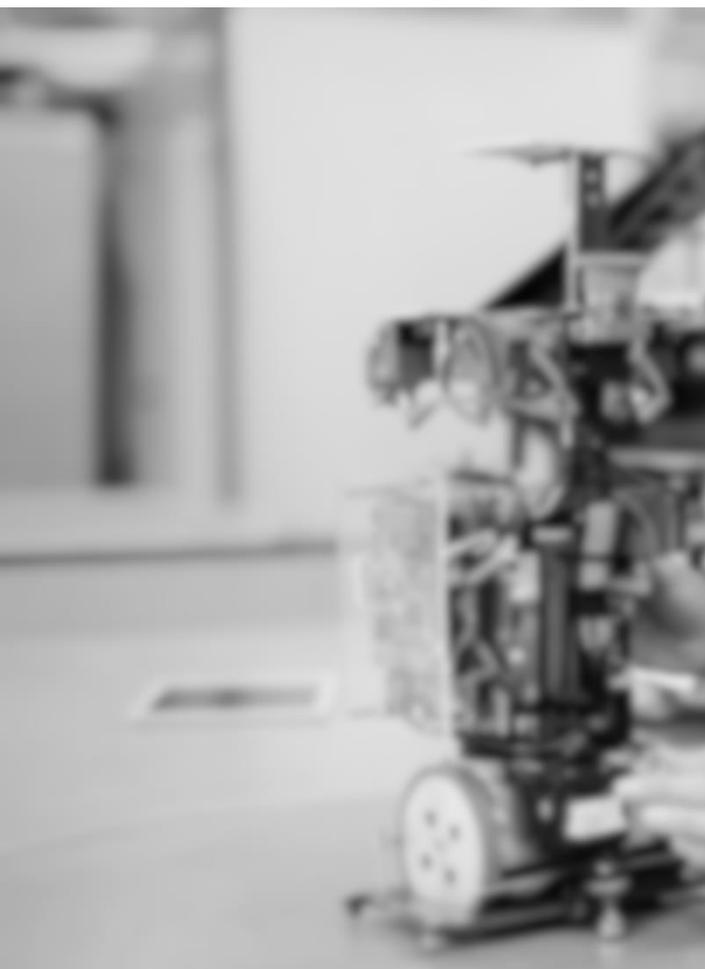


WOMEN4IT

2020



TRAINING ROADMAP

Digital Media Officer

About This Training Path

Total Hours

160

Training Objectives

The Digital media officer is one of the world's fastest growing disciplines, and this training path will raise your value in the marketplace and prepare you for a career in digital marketing. You will learn how to use digital channels to generate leads, build brand awareness and increase client engagement. You will also find out about the digital media plans and strategies that help companies to achieve their digital marketing goals and objectives.

Upon successful completion of the training you will be able to:

- Be able to create and manage digital-related projects for their organisation.
- Use e-mail, Internet and social media in order to promote and market goods, brands and messages.
- Be familiar with popular marketing strategies such as content marketing, social media marketing and email marketing.
- Use common digital marketing tools to promote an organisation and increase its client engagement.
- Understand how web analytics work.
- Perform the tasks of a digital marketer who works either as part of a team in a large enterprise, is solely responsible for digital media within a small to medium enterprise or is self-employed.

Success Criteria

You are assessed continuously throughout the training, earning badges for every module you successfully complete. You must achieve all badges to successfully complete the training. A minimum attendance rate of 75% is required.

Accreditation

You may qualify, in full or in part, for credits towards future training courses or certification by an awarding body. Your mentor will explain these options to you before you begin.

Your Training Roadmap

Your trainer may conduct a pre-assessment exercise with you to determine your knowledge of the subject and your comfort level with technology. This may be in the form of a short online test, a paper survey or informal interview, either 1 to 1 or in a group with your fellow learners. A digital skills introductory course may be recommended for you to help you progress through the training roadmap.

UNIT 1

Introduction to marketing, theory and practice.

Learning Objectives

- Understand the basic concepts and fundamental of Digital Marketing and brand management.
- Gain a basic knowledge about performing market research.
- Understand the basic principles of consent, privacy, data protection and IT security.

UNIT 2

Content marketing.

Learning Objectives

- Know what a content marketing strategy is.
- Be able to engage with how people think and also see how and what they do.
- Create content that speaks to people and send it out into the big wide digital world at the right time and via the right channels.

- Examine the key metrics and tools for measuring the performance of a content marketing strategy.

UNIT 3

Social media marketing.

Learning Objectives

- Know how to grow and engage a community around your offering.
- Reach further with paid marketing and get deeper insights.
- Use content management software to compile and integrate media and text content into online systems, such as websites, platforms, applications and social media, for publishing and distribution.
- Use social media channels in order to promote and market goods, brands and messages according to copyrights regulations and privacy and data protection policies.

1UNIT 4

Email marketing.

Learning Objectives

- Use marketing tools and techniques and explores subscriber list and email design best practices.
- Create, test, and optimize an email campaign that maximizes open and Click-Through-Rates (CTR) and provides an overview of the value provided by marketing automation tools.
- Have a comprehensive understanding of all the elements involved in an email marketing strategy.

UNIT 5

Basic image editing.

Learning Objectives

- Create a basic image and text web banner or optimised image using image editing software.

UNIT 6

Final Project.

Learning Objectives

- You are able to write a Digital marketing plan, including a social media strategy
- Have a big and clear vision of where you really want to go, and make it actionable with budget, channel and media plans, Key Performance Indicators and more...