

# Where do you want to be?

**BOOK NOW AT:**  
[adma.com.au/industryqualified](http://adma.com.au/industryqualified)

**CONTACT US:**  
email: [iq@adma.com.au](mailto:iq@adma.com.au)  
or call: 02 9277 5400

Thank you to our ADMA partners:



**COURSE GUIDE  
SEMESTER 2 2019**



# The ADMA IQ courses will get you there.



[adma.com.au/industryqualified](https://adma.com.au/industryqualified)

## ABOUT IQ

Today it's not enough just to learn. To gain new skills the learning has to be modelled on the real world, taught by experienced industry professionals and applicable to your role as soon as you get back to your desk.

That's why thousands of marketers have chosen to get Industry Qualified with the pragmatic and practical courses from ADMA, the leading industry body for data-driven marketing and advertising.

ADMA IQ (Industry Qualified) courses are taught by subject matter experts from our industry to help you – and your team – advance your skills and capabilities in Data-Driven Marketing, Digital Marketing, Analytics, Social Media, Customer Experience and other essential areas for today's economy.

You control how you learn based on your personal preferences and circumstances – online courses enable anywhere, anytime learning; in-class sessions leverage face-to-face learning, collaboration and networking; and in-house workshops bring exactly what your team needs into your office for efficient all team learning. Options include certificates, courses and modules.

Enrol in ADMA IQ semester 2 courses and get to where you want to be.

**For more information, call us on 02 9277 5400 to discuss or go to our website [adma.com.au/industryqualified](https://adma.com.au/industryqualified)**

# WHAT OUR STUDENTS SAY

## Copywriting Essentials

“ Absolutely fascinating and relevant to my marketing role. Jon brings a wealth of knowledge that is not only informative, but he gets you excited about the possibilities of being a great copywriter! If I can have an ounce of his passion for writing, I would be the luckiest person alive! ”

**Mark Aquino, ARN**

## Digital Marketing Certificate

“ I found the course really beneficial, it has helped improved my confidence and knowledge of digital terminology and activity. I feel like I can go back to work and have the confidence to ask and critique digital marketing plans and strategies better. ”

**Angie Moore, Suncorp**

## Social Media Marketing Strategy

“ Having attended many media and supplier led courses that have focused on the fundamentals of social media marketing, this course appealed to me as it has a specific focus around measuring ROI and developing a strategy. This is an area many courses fail to cover adequately. The content looks robust and appeals to me as it covers not only the fundamentals but a proper overview on how a social media strategy can be translated to work within a business and assessed similarly to any other form of marketing activity. ”

**Natalie Joseph,  
Moet & Hennessey**

## Behavioural Economics Certificate

“ As it delves into the detail of understanding customer psychology and behaviour, it adds another robust layer into our approach to marketing and in influencing consumer behaviour to improve conversion. ”

**Monica McSheffrey,  
Stockland**

## Content Marketing Strategy

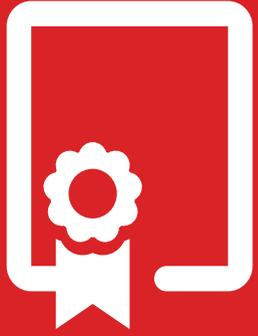
“ This course offers a really concise and simple explanation of how to apply strategy to your content activity, and how to ensure it is achieving your business objectives. The day runs at a great pace, you're not overwhelmed with information, and the group exercises really allow you to apply your new skills and get immediate feedback. ”

**Kim Feliciak,  
Australian Red Cross  
Blood Service**

## Customer Journey Mapping

“ The course offered a valuable, interesting and rewarding experience, and the opportunity to learn with like-minded people in an inviting environment. Mike shared a wealth of information and made it easy to understand the basics, while providing us with the right tools and demonstrating how our newfound knowledge could be easily implemented in our day to day work life. ”

**Erin Matthew,  
Tourism Australia**



# CERTIFICATES

## CERTIFICATES

AC&E School	7
Analytics Certificate	9
Behavioural Economics Certificate	11
Data-Driven Marketing Certificate	13
Digital Marketing Certificate	15

NEW

## AC&E SCHOOL



Intermediate/Practitioner



Certificate

### Leverage the power of strategically driven creativity across the biggest social and digital platforms in the world.

This exclusive, game-changing school is specifically designed for practicing mid-senior creatives and strategists and run by Australia's leading strategic creatives and the world's biggest platforms.

Explore platform-specific user behaviours and creative canvassing opportunities, master the craft of developing compelling ideas and arm yourself with some serious strategic ammo.

Get exclusive access to invaluable insider intel on how platforms work and learn how to apply a sense check and a reality filter to your work. Discover the power of strategists and creative working together and get practical feedback from top agency-side instructors with decades of experience.

After 10 weeks, you'll walk away with new skills that ensure your ideas reach and impact audiences in an evolving digital and social media environment.

#### ADDED PERKS:

- Intel straight from HQ: sessions will be held at the office of each platform
- Small class size: maximum 40 students
- Exclusive access: by application only. Students will be hand-selected.

#### DURATION:

- 1x 3-hour session per week, over 10 weeks
- Weekly briefs provided allow for feedback and portfolio creation

**Important:** Enrolments to this exclusive course are by application only.

#### LEARN TO:

This course is broken up into two components: insight sessions and practical sessions.

In the insights sessions, students will take a deep-dive into:

- Platform-specific user behaviours
- Creative canvassing opportunities
- Best practices
- Client case studies

You'll get your hands dirty in the practical sessions, where you'll answer client briefs and receive feedback. This will help build your confidence in conceptualising, selling and executing your ideas for specific platforms.

No pressure, but your work developed during AC&E School will be showcased at the AC&E Awards Gala Dinner in October 2019.

In-class course covers:

- **Module 1: Facebook / Instagram**
- **Module 2: Snapchat**
- **Module 3: Google / YouTube**
- **Module 4: Music Culture & Activations**
- **Module 5: Creative Portfolio Development**

Who should do this course?

- Mid-senior level creatives at advertising, PR and content agencies who are looking to upskill or refresh their skills and knowledge about social and digital platforms.
- Mid-senior strategists at advertising, PR and content agencies who are keen to learn how leverage and better inform their briefs and understand the creative conceiving process for digital/social platforms.
- In-house brand marketers, creatives and content creators who want to grow their confidence in best practices and creative conceiving for digital/social platforms.

#### IN-CLASS PRICE

Member: \$1,500  
Non-member: \$2,000



**In-class course available in Sydney**

See page 49 for course dates.

Save \$400 on any certificate. Use code IQCERTIFICATE2019.  
Not available with other offers.

adma.com.au/industryqualified

Contact iq@adma.com.au

# ANALYTICS CERTIFICATE



Advanced/Senior Leader



Certificate

Duration: 36-60 hours, self paced over 6 months

**Discover the power of analytics and explore practical ways to use data to improve revenue, organisational efficiency and competitiveness.**

This certificate covers the fundamental principles and approaches to conducting analytics tasks and determining sentiment, through to more advanced data analytics training in predictive methods.

Developed by leading industry practitioners and derived from our sister- association IAPA's four base data analytics courses, ADMA IQ's Analytics Certificate provides a sound base for anyone starting a career in analytics, or those wanting greater exposure to modern predictive method.

**This certificate is designed for those who are curious in nature, enjoy problem-solving and prefer a self-learning, exploratory approach to knowledge.**

## CERTIFICATE COVERS:

In this online certificate, we'll look at defining analytics and the lifecycle, tools for analytics, delivering results and how to predict trends. Once we have thoroughly explored the fundamentals, we'll also look at data visualisation, developing a business case, data reduction, sample design and predictive modelling techniques.

This will all be broken down into the following online courses and modules:

### Course 1: Analytics Fundamentals

- Defining Analytics
- Analytics Lifecycle
- Analytics Techniques
- Tools for Analytics I
- Tools for Analytics II
- Delivering Results
- Emerging Trends

Endorsed by:



Institute of Analytics  
Professionals of Australia

### Course 2: Data Visualisation

- Introduction to Data Visualisation
- Discovering Data Visualisation
- Storytelling with Data
- How to Present Data

### Course 3: Practical Predictive Analytics

- Introduction to Predictive Analytics
- Developing a Business Case
- Data Reduction
- Variable Exploration & Model Feasibility
- Sample Design
- Predictive Modelling Techniques
- Evaluating Model Effectiveness

### Course 4: Sentiment Analysis

- What is Sentiment Analysis?
- Data Retrieval for social media analysis
- Data pre-processing
- Deriving sentiment and relevant predictive modelling techniques overview
- Common challenges and alternative approaches to sentiment analysis

## ASSESSMENT:

1. In-module questions and activities
2. Final online exam

## ONLINE PRICE

Member: \$3,400

Non Member: \$4,600



Online course available anytime.

Save \$400 on any certificate. Use code IQCERTIFICATE2019.  
Not available with other offers.

[adma.com.au/industryqualified](http://adma.com.au/industryqualified)

Contact [iq@adma.com.au](mailto:iq@adma.com.au)

10

# BEHAVIOURAL ECONOMICS CERTIFICATE



## Learn how unconscious biases can be harnessed in your marketing campaigns.

Behaviour and bias underpins every aspect of life, none more so than in a customer's journey engaging with a product or service. In this online Behavioural Economics Certificate you will develop the theoretical and practical understanding to turn the unpredictable into the predictable, ultimately using customer behaviours and habits to drive business outcomes.

### CERTIFICATE COVERS:

This interactive online certificate has been broken down into the following online courses and modules:

#### Module 1: Introduction to behavioural science

- What is Behavioural Economics?
- Why we should use behavioural economics in marketing
- Three ways you could be harnessing behavioural economics

#### Module 2: Behavioural science themes

- The danger of claimed data – why it is better to observe behaviour than listen to consumer claims
- Overestimating the importance of target audiences
- Give more emphasis to target contexts

#### Module 3: How some of the most successful campaigns of all time have been based on biases

- De Beers - anchoring
- Nespresso – price relativity

#### Module 4: Introduction to the Behavioural Economics framework

- Frameworks MINDSPACE and EAST
- The government implementation of Behavioural Economics

#### Module 5: Make it easy

- How small pieces of friction can have a disproportionate influence on behaviour – look at the example of suicides (North Sea gas and Paracetamol)
- How many brands suffer from choice paralysis and what they can do about it

#### Module 6: How to run a robust experiment

- Setting up your hypothesis
- Understand the context within the data
- Reach meaningful conclusions

#### Module 7: Make it attractive

- How prices can be made to appear more attractive - scope insensitivity & payment method
- How promotions can be made to appear more attractive – plausibility
- Counter-intuitive ways of boosting attractiveness: pratfall effect

#### Module 8: Make it social

- How consumers look to others when making decisions
- Show how social proof can backfire
- Show how social proof can be used creatively

#### Module 9: Make it timely

- How the same message can have a markedly different effect depending on when people hear it
- Why talking to consumers after a life-event is a window of opportunity
- How brands can capitalise on the fresh start effect

### ASSESSMENT:

2 one-hour exams

#### ONLINE PRICE

Member: \$2,100  
Non Member: \$2,845



Online course available anytime.

# DATA-DRIVEN MARKETING CERTIFICATE



## All you need to know about data-driven marketing to advance your work and your career.

Explore data-driven marketing and learn the skills to use it confidently. This certificate covers the complete marketing mix using data and what's relevant for both in-house and outsourced data roles and requirements.

You'll not only receive the practical knowledge from leading experts, but you'll obtain an industry-recognised data-driven marketing certification from ADMA IQ for your CV.

### LEARN TO:

- Understand and utilise data-driven marketing to help achieve your business objectives
- Integrate data-driven marketing into your overall business and strategies
- Assess and apply various data sources to solve business problems
- Obtain data-driven marketing qualifications from the leading provider of marketing education in Australia

### CERTIFICATE COVERS:

#### Day 1: Data-driven Practitioner

- Day In The Life Of A Marketing Manager - Travel Industry (Exercise)
- Customer Interactions, Data and Insights & Predictions
- The Future of Data... Data Science
- Data-driven Marketing Case Study - Online Bank
- Data-driven Marketing Case Study - Cruising

#### Day 2: Data-driven Marketing Strategy

- Data Quality, Data Gathering and Interpretation
- Strategic Level Measurement
- Business Advocacy
- Stakeholder Engagement and Management
- Strategic Development

#### Day 3: Data-driven Marketing Leadership

- Business Operations & Governance
- Data Team Leadership
- Cross-functional Management & Integration
- Operational Management

### ASSESSMENT:

Individual Presentation on day 4

### TESTIMONIALS

"The Data-Driven Marketing Certificate gave a true insight into how to directly use data in marketing strategies – I really liked how it was broken down into three elements and I learnt heaps from the course to then implement in my day to day job as Marketing Manager."

- Kyra Currie, Marketing Manager, AusPost

"Insightful, engaging and provided a great foundation for me to start harnessing the value of data to a Marketer."

- Morgan Peterson, Marketing Consultant, CCI

#### IN-CLASS PRICE

Member: \$2,100  
Non-member: \$2,845



**In-class course available in Sydney and Melbourne.**

See page 49 for course dates.



**In-house course available.**

# DIGITAL MARKETING CERTIFICATE



## Learn how to leverage technology and data to drive real results with an industry-recognised digital marketing certification.

In this digital marketing certificate, you'll explore every facet of digital marketing and learn the skills to apply it with confidence. Whether you're client-side or agency, you'll complete the course having an in-depth understanding of the digital landscape, where it sits within the broader marketing mix, and what you need to do to achieve your business objectives.

You'll not only receive the practical knowledge from leading experts, but you'll obtain an industry-recognised digital marketing certification from ADMA IQ for your CV.

This certificate can be completed in one of three ways:

1. Online: self-paced, up to 6 months to complete
2. In-class Intensive: 5 intensive days, 1 day per week over 5 weeks, 9am - 5pm
3. In-class Evening: 1 evening per week over 11 weeks, 6pm - 9pm

### IN-CLASS CERTIFICATE COVERS:

- **Module 1:** Digital Landscape and Understanding the Consumer
- **Module 2:** Content
- **Module 3:** Marketing Clouds
- **Module 4:** Smart Data, Analytics & CRO
- **Module 5:** Desktop & Mobile Site
- **Module 6:** Email
- **Module 7:** Social
- **Module 8:** Paid Media
- **Module 9:** How to Manage Digital Marketing
- **Module 10:** Campaign Planning, Execution and Optimisation
- **Final Week:** Group Assignment Presentations

### ONLINE CERTIFICATE COVERS:

Alternatively you can cover this content online, broken down into the following online courses and modules.

- **Course 1:** Digital Marketing Foundations
- **Course 2:** Digital Marketing Channels
- **Course 3:** Digital Marketing Campaign Planning & Management
- **Course 4:** Smart Data, Analytics & CRO

### ASSESSMENT ONLINE COURSE:

1. In-module questions and activities
2. Final online exam

### TESTIMONIAL

This is the best course I ever attended. It was engaging & relevant from start to finish and I feel upskilled and empowered as a result.

- Francesca Meijer, Bupa, Brand Health & Care Marketing Manager

#### IN-CLASS PRICE

Member: \$3,495  
 Non-member: \$4,645

#### ONLINE PRICE

Member: \$2,300  
 Non-member: \$3,045



**In-class course available in Sydney, Brisbane and Perth.**

See page 49 for course dates.

**Online course available anytime.**

**In-house course available.**



# COURSES

## COURSES

Analytics Fundamentals	19	Digital Marketing Foundations	34
Content Marketing Essentials	20	Digital Marketing Strategy	35
Content Marketing Strategy	21	Email Marketing Essentials	36
Conversion Rate Optimisation	22	Google Analytics Essentials	37
Copywriting Advanced	23	Influencer Marketing	38
Copywriting Essentials	24	Loyalty and Retention Marketing Strategy	39
Copywriting for Content Marketing	25	Practical Predictive Analytics	40
Customer Journey Mapping	26	PR in a Changing Digital Landscape	41
Data-driven Marketing Essentials	27	Privacy and Marketing Compliance	42
Data Visualisation	28	Sentiment Analysis	43
Digital Analytics for Marketers	29	SEO Fundamentals	44
Digital Copywriting Essentials	30	SEO & PPC Essentials	45
Digital Marketing Campaign Planning and Management	31	Social Media Marketing Essentials	46
Digital Marketing Channels	32	Social Media Marketing Strategy	47
Digital Marketing Essentials	33		

## ANALYTICS FUNDAMENTALS

**Master the basics of analytical principals and discover different tools that will help you draw insights for your business.**

Knowledge is power. That's why with an ADMA analytics course you'll learn all you need to know about the core concepts of analytics and how to best use them in the real world. Understand the existing tools and techniques you can use to draw insights from analytics results and even see into the future by learning how to predict emerging trends.

### LEARN TO:

- Understand basic analytics principles and definitions and how to apply them to your business
- Investigate analytical tools and techniques and explore the value of business analytics for your organisation
- Identify the role the analytical lifecycle plays in solving problems and setting objectives
- Share and draw insight from analytics results and stay one step ahead with an eye on emerging trends in analytics

### WHAT THE COURSE COVERS:

- Explore tools and skills specific to analytics challenges through relevant case studies and interactive theoretical activities
- Develop the skills and know-how to use analytics to deliver results

### ONLINE SPECIFIC MODULES:

[Module 1: Defining Analytics](#)

[Module 2: Analytics Lifecycle](#)

[Module 3: Analytics Techniques](#)

[Module 4: Tools for Analytics](#)

[Module 5: Tools for Analytics II](#)

[Module 6: Delivering Results](#)

[Module 7: Emerging Trends](#)

#### ONLINE PRICE

Member: \$850

Non-member: \$1,150



**Online course available anytime.**



**In-house course available.**

## CONTENT MARKETING ESSENTIALS

**NEW**

**Master your content marketing capabilities to drive business growth**

Become an expert specialist in content marketing with the skills to confidently develop and manage content marketing campaigns, customer engagement and ROI.

We're seeing a high rate of adoption in Content Marketing today, together with the rate of change in digital platforms, tools and buyer journeys, the skill of marketing teams hasn't kept up.

This Content Marketing course gives you a breadth and depth of understanding to ensure marketers are confident in their ability to lead the business along the journey of developing and delivering a robust content marketing program which goes beyond marketing KPIs to deliver broader business results too.

### LEARN TO:

- Understand the principles behind content marketing
- Understand the elements of a successful content marketing strategy
- Learn about creating personas for content marketing
- Assess what valuable content is and how you can create it
- Identify how to measure the success of your content marketing activities

### WHAT THE COURSE COVERS:

[Module 1: An introduction to content marketing](#)

[Module 2: Developing a content strategy - setting objectives and KPIs](#)

[Module 3: Insight - listen, identify, and understand your audience](#)

[Module 4: Storytelling - tell a consistent, emotive and compelling brand story](#)

[Module 5: Channels - identify the touchpoints most suited to your audience](#)

[Module 6: Management - manage the process with clear responsibilities and tools](#)

[Module 7: Curation - listen, converse and amplify the impact of the content](#)

[Module 8: Management - manage the process with clear responsibilities and tools](#)

#### ONLINE PRICE

Member: \$550

Non-member: \$750



**Online course available anytime.**

## CONTENT MARKETING STRATEGY

**Discover how to drive online engagement, from the basics of content planning to creating successful business strategies.**

Content is king – but only if it's done right. Using best practice case studies, we'll walk you through all the components of an effective content marketing strategy, helping you master how to create, distribute and manage content that converts.

### LEARN TO:

- Understand how content facilitates a connection with customers online throughout their purchase decision
- Map an effective content strategy to the customer life cycle to achieve results
- Explore content publication processes and technologies
- Optimise content for maximum impact and measure its effectiveness

### WHAT THE COURSE COVERS:

- The fundamentals of content creation and strategy, content publication processes, how to manage content, content planning and how to optimise content
- In-class discussion and practical exercises, exploring consumer behaviour and how you can develop your content marketing strategy to be a powerful engagement tool
- How to engage consumers in a conversation with your brand story

### MODULES INCLUDE:

[Module 1:](#) Content Marketing Overview

[Module 2:](#) Planning a Content Strategy

[Module 3:](#) Mapping Content to Audience

[Module 4:](#) Content Creation and Production

[Module 5:](#) Content Distribution

[Module 6:](#) Measuring Content Marketing

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895

#### ONLINE PRICE

Member: \$550

Non-member: \$750



**In-class course available in Sydney, Melbourne, Brisbane and Perth.**

See page 49 for course dates.

**Online course available anytime.**

**In-house course available.**

## CONVERSION RATE OPTIMISATION

**Harness the power of conversion and learn how to optimise your site to achieve your online objectives.**

This powerful one-day course will teach you the fundamentals of how to turn your hard-earned website visitors into leads and sales. Applying the insights you'll get during this course will help you improve your conversion rates leading to increased online revenue and lead generation.

If you want to know more about the fast-growing marketing discipline of conversion rate optimisation, this is the best course for you to dip your toe in the water and get started.

### LEARN TO:

- Set objectives for your site and assess how your objectives are being met
- Analyse and interpret your website's statistics and visitor behaviour
- Offer the right information in the best way to keep visitors intrigued
- Place the right 'calls to action' - detect and fix revenue leaks on your website
- Create a site structure that is clear and helps visitors make a decision

### WHAT THE COURSE COVERS:

Using presentations and discussions as well as hands-on practical exercises, we'll examine:

- How to turn visitors into customers
- Interpreting site statistics into insights
- Google Analytics and other research tools
- Presenting your value proposition in the best possible way
- Site structure, design and practical tools
- Effective website copy and ongoing engagement
- Ongoing testing to maximise

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney.**

See page 49 for course dates.

**In-house course available.**

## COPYWRITING ADVANCED

**Thrive in the world of professional content writing. Explore new and engaging ways to take your copywriting to the next level.**

You know the basics and you can write well, but it's time to shine. Professional content writing is a highly sought-after skill, but in a digital age of content overload, you need an edge. In this course, we'll equip you with the skills you need to excel – writing strategic and compelling copy that will attract readers and start conversations.

### LEARN TO:

- Follow the copywriting process from start to finish and articulate an idea in a language that is both concise and engaging for others to read
- Develop solid, original creative ideas and excel at producing industry standard copy
- Master a brief by understanding it, identify its purpose, develop an approach and deliver on time
- Adopt four unique styles of copywriting

### WHAT THE COURSE COVERS:

In this hands-on course, you'll use writing exercises, real-world examples and advanced techniques of copywriting to cover:

- Brief interpretation and key elements
- Identifying and conceptualising the big idea
- Copy foundations and techniques
- The importance of punctuation
- Incorporating enthusiasm and passion into your writing

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 49 for course dates.



**In-house course available.**

## COPYWRITING ESSENTIALS

UPDATED

**Write with confidence. Learn how to produce professional content and the essential techniques for writing effective copy.**

The art of copywriting is an invaluable skill. In this popular copywriting course, explore the structure, rules and techniques involved in professional content writing. Learn to craft copy, compelling headlines, and structure documents that engage your reader. You'll never be lost for words again.

### LEARN TO:

- Articulate an idea in a language that is both concise and engaging
- Structure your copy with a beginning, middle and end, and craft compelling headlines
- Identify the appropriate medium for your copy and tailor your copy to suit each social channel

### WHAT THE COURSE COVERS:

- Follow practical exercises and use relevant examples as guidelines to help you structure your writing and adopt a process
- Discuss the introduction to copywriting, the right questions to ask, tools and resources to draw upon, as well as the importance of the brief and marketing copywriting
- Develop and craft copy and concepts via the 4 proven formulas
- We'll also look at simple and colloquial copy, how to close the loop, and legal and mandatories you should consider when writing

### ONLINE SPECIFIC MODULES:

[Module 1: Copywriting Foundations](#)

[Module 2: Creative with Copy](#)

[Module 3: Copywriting Techniques](#)

[Module 4: Writing for Digital](#)

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895

#### ONLINE PRICE

Member: \$450  
Non-member: \$595



**In-class course available in Sydney, Melbourne, Perth and Brisbane.**

See page 49 for course dates.



**Online course available anytime.**



**In-house course available.**

## COPYWRITING FOR CONTENT MARKETING

**Engage readers and keep them coming back for more. Learn to plan, write and publish creative content and compelling stories.**

The modern publishing space has a seemingly endless array of channels – blogs, PR, social media, articles and more. Writing copy that gets noticed is more important than ever. Master old skills and explore a variety of effective, compelling and fresh techniques for copywriting for content marketing during this hands-on copywriting training.

### LEARN TO:

- Use basic structure, essential writing techniques and apply the tricks of the trade to tailor copy to your audience
- Effectively and efficiently edit and fact-check content and rework material for multiple social media channels
- Use idea-generation techniques for developing compelling stories and apply techniques that will keep your writing contemporary
- Discover essential journalistic writing techniques
- Tailor content for the appropriate channels and social media copywriting
- Develop a mission statement that guides your content development

### WHAT THE COURSE COVERS:

In class, we'll explore copywriting for content marketing, covering:

- The fundamentals of journalistic writing
- What kind of content consumers want to engage with
- Story ideas for content
- How to create engaging content
- Writing an irresistible headline
- Styles and structures to interest consumers and match your objectives
- Content quality control: fact-checking and editing
- Copywriting basics for blog, PR, social media, digital marketing and online

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney, Brisbane and Melbourne.**

See page 49 for course dates.



**In-house course available.**

## CUSTOMER JOURNEY MAPPING

**Put your customer at the heart of your business. Create a compelling customer experience using analytics and insights.**

Effective digital marketing starts with understanding your customer needs, yet most strategies focus on the product. Learn how to use customer research, analytics and the different tools that will help you draw insights from data to create a compelling customer experience. We'll show you how to put the customer at the centre of your marketing, and how to unlock a deeper understanding of the journey they go through to engage with your category, brand and product.

### LEARN TO:

- Identify and understand your key audience segments, develop a detailed customer journey for these segments and understand what key customer journeys drive your business
- Validate your journeys through research and data, and extend your customer journeys to become experience maps that include channel, content and functionality requirements
- Understand how your experience maps can then feed into channel plans, content plans and CRM strategies that are fundamentally customer centric

### WHAT THE COURSE COVERS:

- How to deeply understand your customers and how they interact with your category and product
- A range of templates covering all aspects of the process
- Template and framework for customer segmentation and personas
- Templates for customer journey maps and experience maps
- Examples and case studies of customer journey mapping and subsequent business outcomes
- Interactive exercises throughout the day allowing you to develop the framework for your own customer journeys

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney, Melbourne and Brisbane.**

See page 49 for course dates.



**In-house course available.**

## DATA-DRIVEN MARKETING ESSENTIALS

**The data-driven marketing course that helps you use data analysis to drive your business forward.**

Learn how to test channels for better outcomes. Understand what metrics count when evaluating performance and what you can do to apply what you've learnt to future campaigns.

Become fluent in the language of data and achieve your business goals sooner. In this data-driven marketing course, we'll show you how to, develop actionable insights, explore data research and understand the importance of customer insight. You and your team will be able to tell stories with data, benchmark insights from analytics and evaluate your results to inform future campaigns and strategies.

### LEARN TO:

- Use data to improve the efficiency and effectiveness of your marketing programmes
- Understand the metrics to evaluate your marketing performance
- Use data to determine the value of your customers
- Implement a test programme to improve campaign performance
- Leverage your marketing expenditure and improve ROI

### WHAT THE COURSE COVERS:

- Using data to drive the business forward
- Understanding the importance of Customer Insight
- The what, when and how of testing
- Evaluating your results and applying them to future campaigns

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney.**

See page 49 for course dates.



**In-house course available.**

## DATA VISUALISATION

**Learn to translate data into insightful visual stories that influence decision makers.**

Data is the foundation of the digital age. Discover how to use, translate, and present data in new and enticing ways.

You will draw upon data interpretation and convert these into commercial insights, learn data visualisation at an introductory level and advance your knowledge with tips and techniques to effectively present your data and conclusions to a variety of audiences – whether they are familiar with data visualisation or not.

### LEARN TO:

- Define what data visualisation is and identify different examples of data visualisation you can use to enhance your business
- Identify analytics tools that can help you discover data and determine the types of variables in data visualisation
- Understand both how to make data memorable and the techniques involved in visual storytelling for your audience

### WHAT THE COURSE COVERS:

You'll dissect business goals and the process behind the decision maker. Looking at visual perception design, discover how to select the most compelling and appropriate approach to deliver the analytics. Current and effective examples will be shown as guides to illustrate this.

### ONLINE SPECIFIC MODULES:

[Module 1: Introduction to Data Visualisation](#)

[Module 2: Discovering Data Visualisation](#)

[Module 3: Storytelling with Data](#)

[Module 4: How to Present Data](#)

#### ONLINE PRICE

Member: \$850

Non-member: \$1,150



**Online course available anytime.**



**In-house course available.**

## DIGITAL ANALYTICS FOR MARKETERS

**The digital analytics course you need to understand digital data and tackle a technical topic in a non-technical way.**

Discover a world of information at your fingertips and enjoy an accessible approach to measuring, analysing and optimising your digital marketing activities.

Understand digital data with confidence and unleash the power of metrics, using Google's powerful analytics tools to grow your business.

### LEARN TO:

- Apply a metrics framework to any digital campaign and uncover hidden consumer insights to effectively communicate with your consumers
- Learn to read and interpret key reports in Google Analytics, and apply analytics within the planning process
- Accurately attribute conversions in a multi-channel campaign
- Understand digital data sources, web marketing analytics, conversion attribution, email marketing analytics, direct marketing analytics and more

### WHAT THE COURSE COVERS:

Through an engaging and hands-on approach, we'll cover digital marketing analytics which includes:

- Defining a marketing analytics framework
- Reporting on metrics
- Matching strategic and tactical goals to metrics
- Finding and developing the right data
- Online data sources and their limitations
- The significance of statistical data

#### ONLINE PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney, Brisbane and Melbourne.**

See page 49 for course dates.



**In-house course available.**

## DIGITAL COPYWRITING ESSENTIALS

**UPDATED**

**Write with impact. Master the basics of writing engaging copy for the web, landing pages, email, social and more.**

Digital copywriting has one major challenge – the reader is in charge. Unlike traditional mediums, such as TV, radio or print, the reader can choose their own journey through the information.

As a writer, you need to understand how people read a screen, what they want, and how they go about hunting it down.

Join us for an informative, practical one day digital copywriting course as we explore the skills of writing for digital platforms. What gets an email opened? What are the most powerful five words for a landing page headline? How does the eye track on a website? How do you engage on social?

Always engaging and full of research-driven insights, this digital copywriting course is an essential step to help you create effective digital copy.

### LEARN TO:

- Explore the foundations of good copy and how the rules transform for an online arena
- Develop and write engaging copy using proven processes and techniques
- Build your audience through writing compelling copy tailored for each of the major digital channels

### WHAT THE COURSE COVERS:

- How to write effective, compelling copy no matter what the medium
- Understand the differences between traditional and digital mediums
- Learn how to write more effectively for the web and landing pages
- Learn the key elements of an email that gets it opened and read

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney, Melbourne, Brisbane and Perth.**

See page 49 for course dates.



**In-house course available.**

## DIGITAL MARKETING CAMPAIGN PLANNING & MANAGEMENT

**Harness the power of digital campaign planning and discover how digital marketing can make your campaigns thrive.**

During this online digital marketing course, you'll explore the practical elements of digital marketing, and how you can use them within your brand's activity. You'll learn to determine the right resources, budget, plan and identify opportunities for optimisation – everything you need to know to make your next campaign a success.

### LEARN TO:

- Manage, plan, budget and optimise digital channels within your campaign for better customer engagement, acquisition and retention
- Identify digital partners, budget digital activity, successfully use digital channels and optimise them through testing and measurement
- Understand differences between consumer awareness, acquisition and retention when using digital channels

### WHAT THE COURSE COVERS:

Through an online interactive approach, you'll discover how to manage, plan, budget and optimise digital channels within your campaign for better customer engagement, acquisition and retention. You'll learn this through the following modules:

[Module 1: Finding the Right Digital Partners](#)

[Module 2: Budgeting](#)

[Module 3: Campaign Planning](#)

[Module 4: Optimisation](#)

#### ONLINE PRICE

Member: \$450

Non-member: \$595



Online course available anytime.



In-house course available.

## DIGITAL MARKETING CHANNELS

**Want to optimise your use of key digital channels? Learn to build your brand and own your online space.**

Businesses with advanced digital engagement are more likely to grow. Strengthen your existing digital knowledge and reach your business goals sooner. Learn how to drill down and optimise digital channels individually for maximum impact. Discover how to use each digital marketing channel to craft a customer-centric online presence. And uncover information about the contributions the channel is making to the consumer journey and how you can utilise it in your marketing activity.

### LEARN TO:

- Understand the role of each digital channel in relation to the consumer and how the digital channel fits into your overall business strategy
- Understand and apply the essentials from the Spam and Privacy Acts to your email marketing practices
- Select the appropriate paid digital media options and learn how to optimise placements
- Apply best practice in developing a website and managing an email database
- Examine various social channels and how consumers interact with them to maximise engagement

### WHAT THE COURSE COVERS:

Through engaging online content, you'll explore the following modules:

[Module 1: Websites](#)

[Module 2: Email](#)

[Module 3: Complying with the Spam Act 2003 and the Privacy Act 1988](#)

[Module 4: Digital Paid Marketing](#)

[Module 5: Social Media Marketing](#)

[Module 6: Mobile Marketing](#)

#### ONLINE PRICE

Member: \$550

Non-member: \$750



Online course available anytime.



In-house course available.

## DIGITAL MARKETING ESSENTIALS

**Advance your digital marketing skills. Learn how to leverage technology and data to drive results.**

Get the inside track to marketing success and learn digital marketing. From Facebook to Google Analytics, gain industry tips and tricks for successfully incorporating digital channels into your campaigns.

### LEARN TO:

- Understand the online marketing landscape and identify the appropriate online media to achieve your objectives
- Understand the value of analytics and how to understand a Google Analytics report to create insights
- Incorporate social media and content as singular parts of your marketing strategy and how to create gorgeous content using free tools
- Buy Facebook media and understand the targeting options available
- Understand SEO and how to make the most of paid and organic search
- Craft and manage email marketing that is spam compliant
- Understand mobile and its impact on the digital landscape

### WHAT THE COURSE COVERS:

- The role of content and data in digital marketing
- The channel options within paid media
- The development and usability of websites
- Establishing and managing SEO best practice
- Email marketing and databases
- New technology and tactics, mobile marketing and emerging media
- Creating AdWords campaigns and researching keywords
- How to effectively leverage the available tools in marketing for social media including creating content and buying sponsored posts
- Digital marketing and the role of agencies when campaign planning
- Cross-media integration – tying it all together for acquisition and retention

#### IN-CLASS PRICE

Member: \$1,225  
Non-member: \$1,695



**In-class course available in Sydney, Melbourne and Brisbane.**

See page 49 for course dates.



**In-house course available.**

## DIGITAL MARKETING FOUNDATIONS

**Get digitally savvy. Understand the digital landscape, and the role of data, content and customer experience.**

Whether you want to sell online, increase your social media reach, or improve your customer engagement, you first need to understand the basics of digital marketing.

During this digital marketing foundations course, you'll learn the core principles of digital marketing, explore the role of data and content and how this can shape customer experience – everything you need to plug into the digital age.

### LEARN TO:

- Understand the current digital landscape for both brands and consumers
- Define customer centricity and its importance in achieving outstanding customer experience
- Identify the steps in creating an effective digital strategy
- Identify the role and importance of data

### WHAT THE COURSE COVERS:

Through interactive online content, you'll explore the following modules:

[Module 1: Digital Landscape](#)

[Module 2: Digital Strategy](#)

[Module 3: Customer Experience](#)

[Module 4: Content Creation and Planning](#)

[Module 5: Data Foundation and Planning](#)

[Module 6: Data Analytics](#)

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**Online course available anytime.**



**In-house course available.**

## DIGITAL MARKETING STRATEGY

**Uncover the framework and processes for developing and delivering successful digital marketing.**

Digital marketing continues to grow in its importance in the marketing mix – but where do you start? The range of channels and options for messaging are ever-expanding.

During this course, you'll walk through the process for developing a digital strategy that ensures your marketing activity is aligned with your business goals, and optimises your use of digital channels.

### LEARN TO:

- Identify what scope of digital strategy you need for your business, define key business objectives, who the key stakeholders are and how to work them
- Structure and run your digital strategy project
- Develop customer segments, and customer experience maps aligned to your business objectives
- Understand insights from your own digital assets and the broader competitive landscape and apply key trends
- Develop a strategic framework that aligns digital activity to customer journeys and business outcomes
- Expand your strategy into the key components for implementation – content plans, data and CRM strategies, channel plans
- Put together a KPI and metrics framework to track strategy effectiveness

### WHAT THE COURSE COVERS:

- Understanding the role of digital within the business
- Identifying how your target audience is using digital
- Getting to grips with your digital landscape
- How the various elements of digital are used against strategic objectives
- Developing strategies for customer acquisition, retention and branding
- Implementing a digital strategy successfully

#### IN-CLASS PRICE

Member: \$1,450  
Non-member: \$1,950



**In-class course available in Sydney and Melbourne.**

See page 49 for course dates.



**In-house course available.**

## EMAIL MARKETING ESSENTIALS

**Boost your email marketing results with proven techniques, technical solutions and strategy.**

Email is not only one of the oldest online technologies, it's also one of the most profitable – and with good reason. It's one of the easiest mediums to test and optimise, and those collective learnings over the years have produced a highly versatile and effective marketing tool.

In this course, re-think how you're using email in the marketing mix and focus on the most up-to-date tactics and techniques to ensure your emails improve your customers' experience and produce better results.

### WHAT THE INCLASS COURSE COVER:

[Module 1: Email Marketing Overview](#)

[Module 2: Planning an Email Strategy](#)

[Module 3: Email Marketing Strategies](#)

[Module 4: Email Delivery](#)

[Module 5: Email Content and Design](#)

[Module 6: Data and Email Management](#)

[Module 7: Complying with the Spam Act 2003 and the Privacy Act 1988](#)

[Module 8: Measuring Email Performance](#)

### WHAT THE ONLINE COURSE COVERS:

[Module 1: An introduction to email marketing](#)

[Module 2: Developing an email marketing strategy](#)

[Module 3: What is an email list and how do you grow one](#)

[Module 4: How to create engaging email campaigns - design & structure](#)

[Module 5: How to create engaging email campaigns - content](#)

[Module 6: Going live](#)

[Module 7: Testing](#)

[Module 8: Control and measurement](#)

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**In-class course available in Sydney and Melbourne.**

See page 49 for course dates.



**Online course available anytime.**



**In-house course available.**

## GOOGLE ANALYTICS ESSENTIALS

**NEW**

**Discover best practice guidelines on analysing data trends with this Google Analytics course.**

Define your actionable metrics and filter data for deeper insights.

There's no doubting the power of Google Analytics as a business tool, although without the correct knowledge and training it can be very daunting. In this one-day in-class course you will be taught the best practices from an industry expert discovering all Google Analytics has to offer and ultimately giving you a better understanding of your customers.

### LEARN TO:

- Configure your Google Analytics dashboard and create customer alerts to improve the accuracy of your reports and get the most out of your data
- Compare multiple metrics using advanced segments to set actionable KPIs and develop your reporting
- Understand campaign attribution through the multichannel funnel
- Use goals to configure funnels and interpret the funnel visualisation report to improve conversion and goal completions
- Create and interpret content drilldown reports to build more effective webpages and boost your conversion rates

### WHAT THE COURSE COVERS:

- General introduction to Google Analytics and Cookies
- Importance of configuring and customising Google Analytics properly
- Managing Google Analytics
- Adding annotations to reports
- Universal Analytics - a change to the way data is collected and organised
- Selecting data to include in your Google Analytics reports
- Defining and measuring actionable metrics - Visits, Unique Visitors, Pageview
- Understanding the power of storytelling, anecdotes and case studies

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney.**

See page 49 for course dates.



**In-house course available.**

## INFLUENCER MARKETING

**NEW**

**Learn how to work effectively with influencers to transform your marketing.**

Identify the right influencers for your brand and get the most out of influencer relations. Integrate influencer activity with your social media, PR, SEO and community channels.

In a world where consumers are on 24/7 and constantly bombarded by media messages, brands cannot ignore the power of influence on consumers. But how can you determine which 'Influence' is most effective and how to harness the power of Influencers within your marketing strategies. In this one-day Influencer Marketing course you will learn how to deliver a successful Influencer marketing strategy and the opportunities that are available for brands to really leverage Influencers to engage a target audience, increase brand loyalty and drive results.

### LEARN TO:

- Understand what Influencer Marketing is and it's many different faces
- Recognise how Influencer Marketing fits within the marketing mix and how to find the right influencers for your brand
- Build a compelling proposition for your influencers
- Understand the ladder of engagement to maximise your Influencer programme
- Appreciate the legal guidelines around Influencer Marketing
- Define a measurement framework

### WHAT THE COURSE COVERS:

- What is Influencer Marketing in today's world
- How to find the right Influencer for your brand
- How to get the most out of your Influencer Relations
- Embracing Social Media to support your Influencer Strategy
- Integration across the marketing mix
- What does success look like?

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney.**

See page 49 for course dates.



**In-house course available.**

## LOYALTY & RETENTION MARKETING STRATEGY

**Improve your customer experience and learn the art of retaining loyal customers.**

Invest in your customers and they'll invest in you. But where do you start? This course has been developed by global loyalty education experts

### LEARN TO:

- Understand the principles, best practices and trends of retention and loyalty marketing to drive customer engagement
- Implement best practices and proven models for designing the core of any retention and loyalty marketing effort: the customer value proposition
- Incorporate soft-benefit recognition elements—special access, special privilege, unique experiences
- Understand the fundamentals of customer segmentation and loyalty analytics and the link between reward redemption and customer value
- Understand the key financial considerations in planning and managing a retention initiative such as a loyalty program

### WHAT THE COURSE COVERS:

- Introduction to Loyalty Marketing and Current Loyalty Trends
- The Psychology of Customer Loyalty
- Creating a Customer Value Proposition
- Principles of Soft Benefit Design
- The Intersection of Loyalty and Engagement
- Introduction to Loyalty Analytics & Financial Modelling
- Loyalty for the Digital Consumer and The Mobile Loyalty Landscape

#### IN-CLASS PRICE

Member: \$1,450  
Non-member: \$1,950



**In-class course available in Sydney and Melbourne.**

See page 49 for course dates.



**In-house course available.**

## PRACTICAL PREDICTIVE ANALYTICS

**Look to the future – use advanced analysis to confidently forecast your business activity.**

You've seen how predictive analytics tools can benefit your business, now it's time to dial up your skills. Discover how, through advanced analysis, you can forecast, model and optimise data to create site traffic modelling for opportunities and prevent loss.

### LEARN TO:

- Connect analytics with business goals
- Determine key data types and methods adopted to treat data anomalies and categorical variables
- Identify techniques used in variable exploration and understand when to use variable sampling techniques
- Apply different techniques for predictive modeling and the considerations for selecting analysis method

### WHAT THE COURSE COVERS:

Looking at predictive analytics in marketing, this online course includes relevant examples of datasets, the challenges faced, and how to interpret results.

[Module 1: Introduction to Predictive Analytics](#)

[Module 2: Developing a Business Case](#)

[Module 3: Data Reduction](#)

[Module 4: Variable Exploration & Model Feasibility](#)

[Module 5: Sample Design](#)

[Module 6: Predictive Modelling Techniques](#)

[Module 7: Evaluation of Model Effectiveness](#)

#### ONLINE PRICE

Member: \$850  
Non-member: \$1,150



**Online course available anytime.**

## PR IN A CHANGING DIGITAL LANDSCAPE NEW

**Learn how to deliver a digital PR campaign that creates impact and create a better story with effective content that engages a multi-channel audience.**

In this one-day in-class course you'll discover how to better incorporate PR into your marketing campaigns and understand how the digital landscape opens up new PR opportunities that can really make a difference for a brand and help you engage your target audience.

### LEARN TO:

- Embrace the new digital landscape for PR activity and understand why the tools available as a result of this digital explosion have never been more important
- Deliver effective content to engage the multi-channel audience
- Integrate digital media to work in tandem with PR to create brand advocates
- Tell a better story through PR activity to drive media engagement and customer loyalty
- Better align PR activities with overall marketing activity to continue to maximise its perceived value and deliver results

### WHAT THE COURSE COVERS:

- PR & the digital revolution
- Embracing social media to drive your PR activity
- The importance of creating strong content
- Writing a news story that gets noticed in today's climate
- Delivering a digital PR campaign for maximum impact in changing digital times

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney.**

See page 49 for course dates.



**In-house course available.**

## PRIVACY AND MARKETING COMPLIANCE

**Navigate Marketing Content Law Like A Pro.**

Connecting with your customer in the digital age can be tricky. In an online world it's easier than ever, but just because you can doesn't mean you should. Don't risk your brand's reputation by breaking the law.

With ADMA's data privacy training, navigate the law like a pro. We'll help you to view the complex details of compliance through a straightforward commercial lens. Legal-speak is out, marketing context is in!

In this course, you'll spend 75% of your time understanding data privacy laws and 25% of your time understanding marketing content laws.

### LEARN TO:

- Identify the legal and ethical boundaries for advertising content and promotional tactics
- Determine the privacy compliance status of your existing customer data and how to gather data in a privacy-compliant way
- Gain a working knowledge of the practical implications of the General Data Protection Regulation (GDPR)
- Discover the impact of the Notifiable Data Breaches Regulation
- How to manage personal communications and avoid the Spam trap

### WHAT THE COURSE COVERS:

- Clear and simple guidelines to help you avoid the real danger of breaking the law by using your customer data in the wrong way
- A set of rules to help you adjust your processes and policies for data collection so that you have the proper consent to cover your marketing activities in the future
- How to manage the risks of non-compliance in advertising, social media, blogs and website content

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**In-class course available in Sydney and Melbourne.**

See page 49 for course dates.



**Online course available anytime.**



**In-house course available.**

## SENTIMENT ANALYSIS

**Unlock the secrets of sentiment marketing and grow your business.**

Like a digital litmus test, sentiment helps you to detect attitudes and predict intent. Sentiment marketing has become essential in the marketer's arsenal.

In this course, develop a deeper understanding of how to work with unstructured text data, such as social media, and learn how traditional machine learning and predictive analytics techniques can be used for the purposes of sentiment analysis. Discover best-practice approaches that use modern text-mining and predictive analytics techniques to gain insight into consumer opinions and forecast behaviours.

### LEARN TO:

- Analyse unstructured text data, understand and effectively address common challenges in text analysis and reveal insights that aid business decision making
- Understand text-mining approaches, relationships between text-mining and predictive analytics, relevant commercial and open source tools, and the datasets most conducive for sentiment analysis will be examined
- Retrieve social media generated textual data from the web and apply best practice approaches to textual data pre-processing and enrichment techniques including normalisation, tokenisation, stemming, lexicons creating and usage
- Gain insight into using modern analytical techniques to derive sentiment from the data

### WHAT THE COURSE COVERS:

[Module 1: What is Sentiment Analysis?](#)

[Module 2: Text Analysis](#)

[Module 3: Data Pre-Processing](#)

[Module 4: Measuring Sentiment](#)

#### ONLINE PRICE

Member: \$850

Non-member: \$1,150



**Online course available anytime.**

## SEO FUNDAMENTALS

**Want to leverage the power of search but don't know how to improve SEO?**

Learn how search engines work, and how to align your site and online strategy to rank well with ADMA IQ's SEO Fundamentals Course.

Organic search is the main source of traffic online, making SEO professionals one of the most in demand, higher paid and challenging roles in the digital marketing industry.

This course provides an entry into the world of SEO, for both newcomers wanting to join the digital search industry and for seasoned professionals aiming at expanding their knowledge of search engine marketing, managing SEO teams, liaising with external SEO providers and providing strategic SEO direction.

### LEARN TO:

- Understand how search engines work
- Learn the history of SEO and evolution of algorithms
- Understand main SEO ranking factors
- Perform keyword research
- Discover how SEO and content works together
- Design and execute SEO strategies
- Set goals and measure SEO results

### WHAT THE COURSE COVERS:

This one-day SEO Fundamentals course is designed for marketers who want to understand how search engines work and which tools are available for affecting rankings and increasing organic traffic.

- SEO fundamentals
- Onsite and offsite SEO
- SEO strategy

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 49 for course dates.



**In-house course available.**

## SEO & PPC ESSENTIALS

**NEW**

### Discover the full scope of Search Engine Optimisation and Pay-Per-Click Marketing

Thrive in the world of SEO and PPC Marketing with this online course that will take your skills to the next level.

With organic search making up the main source of online traffic and the majority of internet users clicking on the top 3-5 suggested page results, the importance of search cannot be understated.

This online course is designed for marketers managing content and social and professionals managing SEO teams or agencies and will help you master all things search, from setting up your initial strategy, giving you an in-depth understanding of both paid and organic search and ultimately measuring its effectiveness.

#### WHAT THE COURSE COVERS:

**Module 1:** An introduction to search engine marketing (SEO)

**Module 2:** Setting your strategy

**Module 3:** The fundamentals of search marketing

**Module 4:** What is search engine optimisation (SEO)?

**Module 5:** How can you optimise your site?

**Module 6:** What is pay-per-click (PPC) marketing?

**Module 7:** Further paid search opportunities

**Module 8:** Measuring your search marketing

#### WHO SHOULD DO THIS COURSE:

- SEO Marketers who plan and manage content and use social media channels for distribution as part of a campaign or wider communications strategy
- Digital marketers responsible for the execution or planning of content in social channels
- Brand positions that are choosing SEO proposals or liaising with SEO teams
- Senior digital positions managing SEO teams and budgets

#### ONLINE PRICE

Member: \$550

Non-member: \$750



Online course available anytime.



## SOCIAL MEDIA MARKETING ESSENTIALS

### Build campaigns that convert. Master the basics behind social media marketing and adopt winning practices.

Want to get up to speed with the latest trends, techniques and technologies in social media? Whether you're a B2B or B2C marketer, client-side or agency, this course will help you craft your own social media campaign, from strategic social media planning through to execution and optimisation.

#### WHAT THE IN-CLASS COURSE COVERS:

In class we'll adopt a test-and-learn approach and discover how to use both free and paid tools for monitoring content, task scheduling and automation, as well as how to measure performance and what to do with those results. Alternatively, you can cover this content online, broken down into the following modules:

**Module 1:** The Social Media Landscape

**Module 2:** Campaign Analysis

**Module 3:** Campaign Planning

**Module 4:** Content Creation

**Module 5:** Content Distribution

**Module 6:** Managing Campaigns

#### WHAT THE IN-CLASS COURSE COVERS:

**Module 1:** An introduction to social media and engagement

**Module 2:** Developing a social media strategy

**Module 3:** Setting objectives and KPIs

**Module 4:** Social listening

**Module 5:** Identifying influencers

**Module 6:** Selecting a social platform

**Module 7:** Building a content strategy and implementing a plan

**Module 8:** Optimising your social media campaign

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895

#### ONLINE PRICE

Member: \$550

Non-member: \$750



In-class course available in Sydney and Melbourne.

See page 49 for course dates.



Online course available anytime.



In-house course available.

## SOCIAL MEDIA MARKETING STRATEGY

**Level up your social media marketing. Research, plan and implement a successful strategy that sells.**

Social media isn't just for catching up with friends – it's a way for consumers to engage and communicate with brands. But this doesn't mean businesses should just start a Facebook page or Twitter account. It's not that simple, as there are right and wrong strategies to use with each channel.

Looking at these channels and their tactics, you'll learn how to develop, implement and measure social media activity to achieve your business goals.

### LEARN TO:

- Measure social media and run a social media audit to understand your social media activities
- Extract insights from social analytics to shape your social media strategy
- Create an integrated channel plan across Facebook, Twitter and more and effectively manage and optimise campaigns
- Set social media policies for your business

### WHAT THE COURSE COVERS:

- Social auditing of content strategy, community management, tools, platform usage
- Social listening using a hands-on demo
- Extracting insights from social analytics
- Writing a publishing calendar and allocating budget for social ad spend
- Managing social media including measuring and optimising activity
- Identifying the tools you need for listening, content management and analytics
- Creating a social media policy for staff
- Organising community management

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in  
Sydney and Melbourne.**

See page 49 for course dates.



**In-house course available.**

# SPECIAL BROCHURE OFFERS

**Save \$400 on any certificate**  
Use code **IQCERTIFICATE2019\***

**Save \$200 on any course**  
Use code **IQCOURSE2019\***

**\*Not available with any other offers**

**BOOK NOW AT:**

[adma.com.au/industryqualified](https://adma.com.au/industryqualified)

**CONTACT US:**

email: [iq@adma.com.au](mailto:iq@adma.com.au)

or call: 02 9277 5400

# 2019 COURSE CALENDAR

	DURATION	ONLINE	SYD	MEL	BRI	PER
<b>CERTIFICATES</b>						
AC&E School	10 weeks	-	Starts 14 Aug	-	-	-
Analytics Certificate	Up to 6 mths		Online	Online	Online	Online
Behavioural Economics Certificate	Up to 6 mths		Online	Online	Online	Online
Data-driven Marketing Certificate	4 days (once per fortnight over 8 weeks)	-	Starts 25 Sep	-	-	-
Digital Marketing Certificate (Evening)	11 evenings (once per week over 11 weeks)			-		
Digital Marketing Certificate (Intensive)	5 days (once per week over 5 weeks)				Online	Online
<b>COURSES</b>						
Analytics Fundamentals	Up to 6 mths		Online	Online	Online	Online
Content Marketing Essentials	Up to 6 mths		Online	Online	Online	Online
Content Marketing Strategy	1 Day		20 Aug & 27 Nov	12 Nov	24 Oct	3 Sep
Conversion Rate Optimisation Course	1 Day	-	24 Sep	-	-	-
Copywriting Advanced	1 Day	-	12 Nov	18 Sep	-	-
Copywriting Essentials	1 day		-	-	-	15 Oct
Copywriting for Content Marketing	1 day	-	22 Aug	18 Sep	30 Oct	-
Customer Journey Mapping	1 day	-	29 Oct	7 Nov	-	-
Data-driven Marketing Essentials Course	1 day	-	26 Nov	-	-	-
Data Visualisation	Up to 6 mths		Online	Online	Online	Online

	DURATION	ONLINE	SYD	MEL	BRI	PER
Digital Analytics for Marketers	1 day	-	-	-	-	-
Digital Copywriting Essentials	1 day	-	26 Sep	30 Oct	20 Aug	16 Oct
Digital Marketing Campaign Planning & Management	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Channels	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Essentials	2 days	-	17-18 Sep & 13-14 Nov	24-25 Sep	12-13 Nov	-
Digital Marketing Foundations	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Strategy	2 day	-	19-20 Nov	12-13 Nov	-	-
Email Marketing	1 day		22 Oct	30 Oct	Online	Online
Google Analytics Essentials	1 day		-	-	-	-
Influencer Marketing	1 day	-	31 Oct	-	-	-
Practical Predictive Analytics	Up to 6 mths		Online	Online	Online	Online
PR in a Changing Digital Landscape	1 day		21 Nov	-	-	-
Privacy & Marketing Compliance	1 day		10 Sep	16 Oct	Online	Online
Retention & Loyalty Marketing Strategy	2 day	-	16-17 Oct	13-14 Nov	-	-
Sentiment Analysis	Up to 6 mths		Online	Online	Online	Online
SEO Fundamentals	1 day	-	24 Oct	13 Nov		
SEO & PPC Essentials	1 day		Online	Online	Online	Online
Social Media Marketing Essentials	1 day		7 Nov	12 Nov	Online	Online
Social Media Marketing Strategy	1 day	-	12 Sep	19 Sep	-	-

\*Dates are subject to change  
 More dates to be released, please check [adma.com.au/iq](http://adma.com.au/iq)