

UPSKILL WITH DIGITAL MARKETING CERTIFICATE

NEW 2022 EDITION

NOW WITH 4
TOP CMOs GUEST
LECTURERS!



GIVE YOURSELF AN UNFAIR ADVANTAGE

THIS IS THE INDUSTRY QUALIFICATION WHICH IS TRUSTED BY THE COUNTRY'S LEADING CMOS AND THE ONE YOU WANT ON YOUR RESUME.

WHY?

The course has been developed by ADMA, Australia's peak marketing and advertising industry body and go-to resource for effective and creative data-driven marketing, in conjunction with partners who are leaders in their field.

You will be part of a small exclusive group led by a virtual instructor and will gain access to some of Australia's greatest marketing minds. Learn cutting-edge digital marketing strategies you need to know with new 2022 course material crafted by some of Australia's TOP 50 CMOs.



GREAT COURSE WITH AMAZING CONTENT. I LEARN SO MUCH AND WILL COME AWAY WITH SOME GREAT SKILLS TO USE WITH MY BUSINESS.

Shane
Sunstone Studio



TO BE THE BEST, LEARN FROM THE BEST

The marketing landscape doesn't stagnate, neither does our course content. We've refreshed our Digital Marketing Certificate for 2022, giving you confidence that you're learning the most up-to-date skills from the most highly qualified industry practitioners.

Learn from the experiences of today's most accomplished marketing leaders. Hear from 4 guest CMOs as they share their experiences tackling digital marketing challenges. This is a rare opportunity to learn what is working in the real world, not just in theory.

The format of the Digital Marketing Certificate has also been reinvigorated for 2022. Facilitated by an experienced Digital Marketing Consultant, the 10-week course is an engaging blend of online courses, interactive tutorials, peer-to-peer learnings and CMO sessions.

With practical and up-to-date course content, updated for 2022, you'll learn to understand the digital marketing landscape, and come away with an actionable marketing strategy to implement within your business.



UP CLOSE AND PERSONAL

THE 4 HIGH-PROFILE CMOs YOU WILL BE LEARNING FROM



TRISCA SCOTT-BRANAGAN

Chief Marketing Officer
Australian Business Growth Fund



STUART TUCKER

Chief Customer Officer
hipages Group



DAVID MORGAN

Principal
Morgan Next Practice Growth



SUSAN COGHILL

Chief Marketing Officer
Tourism Australia

WHAT YOU'LL GET FROM THE COURSE

The Digital Marketing Certificate from ADMA sets you up for digital marketing success. It gives you the edge when it comes to strategic, dynamic and practical digital marketing skills.

COURSE FORMAT AND OUTCOMES

10-week course delivered in the IQ Learning Lab, our virtual classroom

Pre-recorded lectures (on demand) with live and interactive tutorials with some of Australia's top CMOs

Build a detailed digital marketing plan for your business throughout the duration of your course Earn the highly-regarded ADMA Digital Marketing Certificate badge

Connect and network with peers and learn from other participants about their digital marketing context

Weeks 1, 2, 3 & 5 feature guest lectures from Australia's leading CMOs

Gain practical learnings and engage with real-life examples

Futureproof your marketing skills and knowledge



WHAT WE COVER WEEK BY WEEK

We have updated our Digital Marketing Certificate content for 2022 to guarantee you are learning timely digital marketing skills and redesigned the format with 4 of the live sessions now featuring some of Australia's top CMOs as guest lecturers.

COURSE MODULES

Week 1 Digital landscape, future trends, and strategic framework

Week 2 Audience targeting and journey mapping

Week 3 Content Marketing, Personalisation and Paid Display, Programmatic

Week 4 Paid: Search, Owned: Search

Week 5 Paid: Social, Owned Social, Influencer

Week 6 Owned: Email & SMS, Platforms, Landing Pages, Websites and Mobile

Week 7 Implementation: Data and marketing automation technology

Week 8 Measurement: Tracking and Google analytics

Week 9 Optimisation: CRO, testing and conversion models

Final Week Peer-to-peer assessment review

An opportunity for a 10min 1:1 with the lecturer. This final week is non-mandatory. You may opt out and receive a Certificate of Completion, or you can submit your final assessment. Upon passing the assessment, you will receive your digital certification (badge) from ADMA.

**100% OF COURSE PARTICIPANTS
AGREE THE INSTRUCTORS
ARE KNOWLEDGEABLE, AND
THE COURSE CONTENT IS
INTERESTING AND RELEVANT.**

2021 Course Participant Survey

Be inspired and exchange with some of Australia's best marketers in a small interactive group led by a virtual instructor.

Limited seats are available to ensure your individual needs are met, and no question is left unanswered.

On completion, you will have:

- an actionable digital marketing strategy ready to apply back in your role,
- a certificate, which you can proudly display; and
- a digital badge if you choose to go the extra mile.



ARE YOU READY TO BE EXCEPTIONAL?

**START YOUR 10-WEEK JOURNEY
TO BECOME A SOUGHT-AFTER
DIGITAL MARKETER.**

ENROL NOW