



FUTURE-PROOF YOUR MARKETING CAREER WITH A

DIGITAL MARKETING CERTIFICATE

PLACE ORGANIZATION NAME HERE

WHY EARN A DIGITAL MARKETING CERTIFICATE?

Digital marketing is one of the most powerful tools businesses have to generate attention and sales, and understanding the digital marketing landscape is essential for a career in marketing. The courses included in the certificate align with the Online Marketing Certified Associate (OMCA) credential, and are designed to provide comprehensive knowledge on all aspects of the digital marketing strategy.

WHAT WILL I LEARN?

Completing our online digital marketing certificate prepares you to:

- Apply the principles, best practices and strategies for incorporating digital marketing into a marketing plan
- Utilize the basic concepts and techniques in the marketing automation field
- Create valuable, relevant, and consistent content to attract and retain a clearly defined audience
- Leverage both content and SEO technical features in order to increase ranking and measure performance
- Implement techniques and best practices in the web analytics field
- Create and measure successful pay-per-click (PPC) advertising
- Understand the five key steps to Conversion Rate Optimization
- Leverage mobile marketing strategies to reach target audiences through multiple channels

For more information and a complete list of courses, visit:

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CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) expects that overall employment of advertising, promotions, and marketing managers is projected to grow 6% from 2022 to 2032, faster than the average for all occupations. About 34,000 openings are projected each year, on average, over the decade. Common digital marketing career paths or growth opportunities include:

Digital Marketing Manager

As a digital marketing manager, you are responsible for the successful running of all digital channels and campaigns that create new customer leads and promote the brand. You also work with all members of the content development and marketing teams to develop strategies that provide significant contributions to the overall company growth.

Content Marketing Strategist

There has been a recent shift towards providing valuable content as a lead generation tool, and with it the demand for content strategists has soared. As a content strategist, you work with your company or client to plan high-quality, relevant digital content that aligns with business goals and customer needs.

Social Media Marketing Manager

The social media manager is primarily responsible for curating a brand's online voice and presence through its social media channels. The social media must create, plan and schedule shareable content on sites like Facebook, Instagram, LinkedIn, and Twitter. You also gather data from users to analyze and inform future campaigns.

The Certificate in Digital Marketing is available 100% online.

The courses included in the certificate align with the Online Marketing Certified Associate (OMCA) credential. The courses carry:

PMI PDUs | IACET CEUs | AMA PCM CEUs | ATD CI Credits | SHRM PDCs

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