



**PREPARE WITH
CONFIDENCE
FOR YOUR**

**OMCA™
CERTIFICATION
EXAM**

PLACE YOUR ORGANIZATION NAME HERE

WHY EARN OMCA™ CERTIFICATION?

The Online Marketing Certified Associate (OMCA™) exam is a worldwide standard in digital marketing. Marketers with OMCA™ certification stand out to hiring professionals and clients alike. Our Test Prep Bundle ensures mastery of topics such as social media, content marketing, and search engine optimization. Learners who complete the Test Prep Bundle will receive a voucher for the OMCA™ Certification Exam.

WHAT WILL I LEARN?

Completing our Test Prep Bundle 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
- Create and implement an effective digital marketing strategy

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

The digital marketing manager oversees short- and long-term digital marketing strategies and ensures they align with business goals. As a digital marketing manager, you are responsible for leveraging marketing data and collaborating with the content development and marketing teams to promote the brand and contribute to company growth.

Paid Search Specialist

Paid search specialists create and optimize paid advertising campaigns that capture attention and align with organizational goals. As a paid search specialist, you are responsible for interpreting marketing data and implementing strategies to drive search traffic and improve search engine ranking.

SEO Manager

The search engine optimization (SEO) manager develops and implements strategies to drive relevant and quality organic search traffic. As SEO manager, you are responsible for improving search engine ranking, increasing website traffic, and conducting market and keyword research.

The OMCA™ Test Prep Bundle is available 100% online.

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

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

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