

/ IDM Prospectus

/ Finland 2020

/ IDM Postgraduate Diploma
in Digital Marketing



/ Your Stories are our Story

theidm.com

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“This course has delivered by the bucket load. I am involved in a far greater depth with my clients than ever before.”

Matthew Hollingsworth,
Client Partner at Merkle

/ Prospectus Content Guide

Everything you need to know to
make an informed decision

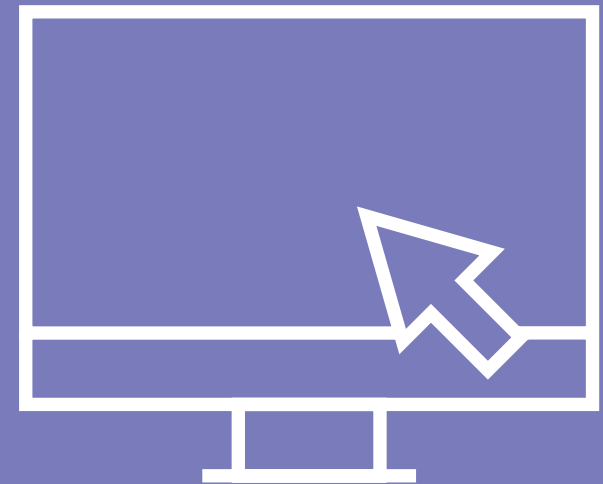
The IDM Postgraduate Diploma in Digital Marketing	4	Tutors that Inform and Inspire Confidence	18
Study dates	15	Our Rigorous and Representative Assessment Process	20
Subject Specialist with the Insights You Need	16	How the IDM Works to Support Your Studies	22
		Start Transforming Your Career Today	24

/ The IDM Postgraduate Diploma in Digital Marketing

Course Information

Develop the strategic digital planning, digital transformation and real-time automation techniques you need to confidently create customer-centric digital marketing campaigns that drive exceptional and dynamically optimised CX.”

“This programme is designed for graduates of the IDM Professional Diploma in Digital Marketing and is equivalent to a Level 7 (Master’s Degree) qualification. It is made up of 8 modules delivered through a combination of online and classroom learning.



Everything you need to know about developing digital strategies, optimal planning and accountable campaign management



The IDM Postgraduate Diploma in Digital Marketing qualification will have a transformative impact on what you know about:

- / How strategic digital planning reduces campaign costs while increasing return on investment
- / How actionable and accountable integrated communications plans drive results
- / Confidently developing strategic recommendations that improve customer experiences
- / Systematically analysing and optimise campaigns to develop efficient attribution models

“The course was a great mix of classroom and independent learning, and the small group size meant good opportunities for discussion on the various areas that were covered. The learning was focused on life-long skills and not just what would be needed to get through assignments and exams. I left the course with some practical techniques and the confidence to put my learning into action.”

Emma Mead PG Dip IDM,
Head of Global PR and Influencer Marketing, VisitBritain

/ Module 01

Developing a compelling digital marketing strategy that drives audience selection, proposition development and customer engagement

Learning objective:

To be able to identify and target different target audiences, create relevant and powerful propositions and build detailed models of segmented customer journeys on the pathway to purchase.

/ Exploring the complex relationship between market insights, objective setting and strategy development

/ Using data-driven segmentation and targeting techniques to help identify core characteristics and the channel preferences

/ Developing powerful propositions that connect with specific target audience segments

/ Developing segmented customer journey models that define the pathway to purchase

/ Module 02

Constructing and managing campaign finance

Learning objective:

To help you develop a process for evaluating the cost-effectiveness of digital marketing campaigns and their performance in relation to business and marketing objectives.

/ Understanding the principle processes involved in developing multi-channel digital marketing campaign budgets

/ Exploring financial models and accounting definitions that support return on investment calculations

/ Developing a performance management system that supports the continuous assessment of digital campaigns

/ Building a comprehensive annual digital budgeting process that accounts for all continuous and campaign related investment

/ Identifying specific digital marketing KPIs and the importance of establishing ROI as the principle campaign control parameter

/ Modeling customer lifetime value to establish how much you can afford to invest in recruiting new customers.

/ Module 03

Using digital channels to build brands

Learning objective:

To enable you to take advantage of the opportunities offered by digital marketing to redefine brand value and experience in the hearts and minds of prospects and customers.

/ Understanding the value of establishing and defending a differentiating position in the market place

/ Transitioning from customer engagement funnels to mutually beneficial customer experiences (CX)

/ Developing a powerful online value proposition that improves acquisition, conversion and retention performance

/ Building and engaging with customer communities using social platforms and content marketing techniques

/ Understanding the impact of behavioural economics, social sharing and influencers on customer experience

/ Monitoring, measuring and improving brand experience through the development of an engagement framework

/ Module 04

Increasing customer insight and optimising campaign performance

Learning objective:

To improve your ability to persistently find and make use of customer insights that improve the performance of digital marketing campaigns.

- / Developing a customer-centric data strategy that integrates data silos, analytics, tag management and DMPs
- / Combining different data sources and analysis techniques to develop a deeper understanding of prospects and customers
- / Using web analytics to improve knowledge of customer motivations, behaviour and preferences
- / Using data to develop a Single Customer View that improves your understanding of past behaviour, past purchases and past preferences, to predict future purchasing intentions
- / Developing customer value modelling and management systems base on lifetime value analysis to establish how much you can afford to invest in recruiting new customers

/ Module 05

Using CRM systems to develop increasingly relevant customer communications

Learning objective:

To develop your ability to evaluate and improve the management and relevance of customer communications through CRM systems.

- / Evaluating and understanding the objectives and performance of existing customer relationship programmes and platforms
- / How GDPR and PECR/ePrivacy regulations influence CRM decisions regarding the use of personal data and their potential effects on CX
- / Making the business case for improving customer retention and profitability through data-driven contact
- / Specifying and developing an integrated CRM strategy that improves customer experience and drives operational productivity
- / Analysing the value of customer retention and loyalty using RFM (Recency, Frequency, Monetary) and CRR (Customer Repeat and Redemption Rates), NPS

/ Module 06

Developing an integrated digital strategy

Learning objective:

To help you take advantage of digital channel planning techniques, digital channel assessment processes and the means of developing a digitally-integrated approach.

- / The advantages of a digitally integrated approach that uses the media-multiplier effect to improve overall campaign performance
- / Developing an efficient customer and device-centric digitally-integrated strategy that aligns customer experience and business objectives
- / Evaluating the potential of digital channel contribution to IMC sequencing and touchpoint optimisation
- / Using digitally-integrated frameworks to define the role of digital channels within the marketing mix
- / How digitally-integrated strategy, business systems, employees and suppliers combine to better serve the needs of customers and intensify relationships

/ Module 07

Developing a digital marketing testing strategy

Learning objective:

To help you research and implement different options for the continuous optimisation of marketing activities.

- / Setting goals for digital marketing campaigns in a complex market environment where understanding consumer goals and decision making processes is key to success
- / How past campaign analysis helps optimise the way we assign digital marketing budgets to channels and devices
- / Evaluating the tracking methods and full range of metrics that verify the effectiveness of digital campaigns in terms of clicks and customers
- / How technology stacks, including: DMPs, cloud technology, AI, attribution modelling and CRO tools, improve the process of ad buying, selling, optimisation, reporting, analytics, measurement, content management and product inventory
- / Why digital marketing is the perfect environment for developing AB/n, Multivariate and LPO (Landing Page Optimisation) testing programmes that systematically improve campaign performance

/ Module 08

Developing a digital transformation strategy to improve efficiency and customer experience and using marketing automation and programmatic workflows to engage with customers in real-time

Learning objective:

To help you understand the extent to which digital transformation and marketing automation changes the way people, processes and technology deliver customer experience.

- / How digital transformation changes the way we think about customers, competition, data, innovation, and value as parts of a combinatorial network
- / Exploring different approaches to digital transformation and the factors that will shape the evolution of your digital transformation playbook
- / Developing a roadmap to success that keeps the focus on customer experience
- / How marketing automation systems (MAS) act as force multipliers for digital marketing campaigns
- / Why AI gives marketing automation the power to identify and engage with infinitely variable customer journeys in real-time
- / How data standards and quality driven marketing automation that is scalable, predictable, reproducible and sustainable
- / Developing a centralised lead life-cycle model, engagement engine, and dynamic creative optimisation systems that trigger an automated response for every customer action or inactivity scenario

/ Module 09

Exploring the near-future of digital marketing

Learning objective: Develop personal insights into how digital marketing will continue to constantly change the way marketing and marketers work.

- / How brands, agencies, journalists and researchers see the future of digital marketing from different perspectives that are useful to marketers
- / Exploring which brand, agency and technology investment trends are most likely to signal significant changes in digital marketing enterprise culture
- / How agency/client work practices are evolving as we move to data-driven, real-time consumer engagement mode
- / How technologies such as AI, AR, NFC IoT and Blockchain will change customer experiences in ways that are hard to imagine
- / How combining the best of marketing automation with human inspiration is the key to increased personal and business productivity in digital marketing

Get in touch with our Learning & Development consultants who will help you design your training pathway on **+44 20 8614 0227** or email us at **training@theidm.com**

/ Study Dates

Postgraduate Diploma

Blended – starts March 2020

Three x one day face-to-face sessions which take place in Helsinki.

Plus enjoy the flexibility of devising your own personalised study routine with your programme deadlines via webinars and a stream of online content. You will receive email support and 24/7 access to course materials.

Face-to-face study dates

Online content released & welcome webinar: Week commencing 16th March 2020

Training Day 1: Wednesday 25th March 2020

Assignment briefing webinar: May 2020

Training Day 2: Wednesday 10th June 2020

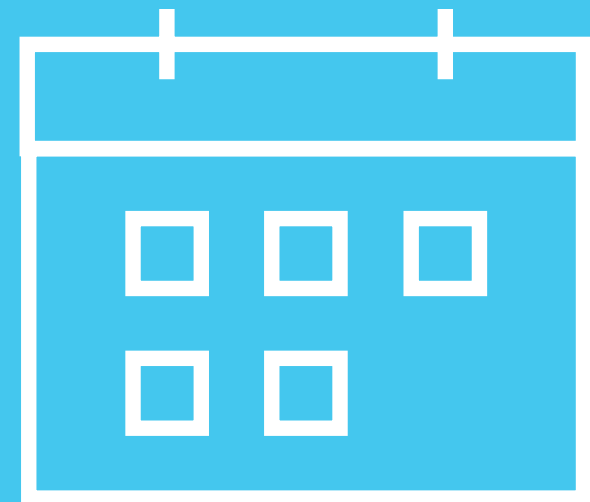
Assignment due date: End of June 2020

Training Day 3: Wednesday 11th November 2020

Final Exam: Wednesday 25th November 2020

Professional Practice Report Due: Wednesday 16th December 2020

Graduation Ceremony: March 2021



/ Subject Specialist with the Insights You Need



“The IDM Postgraduate Diploma in Digital Marketing has been invaluable in helping me to further develop strategic perspective, widen my digital marketing knowledge and provide the tools to create truly customer centric campaigns. Applying what I was learning to a practical campaign in a different business to my employer was especially useful and helped me really embed the knowledge. I found the course informed and enjoyable especially the expert webinars which were excellent.”

**Emma Smillie PG Dip DigM,
Global Marketing Manager, Oil Spill Response Ltd**

Steve Kemish F IDM,

Managing Partner, Junction Agency

Steve is a multi-award-winning marketer and has worked in digital marketing since 1997. He has worked client-side, helped grow a leading email service provider, consulted to numerous clients on digital strategy, and helped build one of the most respected and awarded B2B marketing agencies in the UK

His passionate and insightful approach has gained him numerous industry awards.

In recent years his work has seen wins at the B2B Marketing awards (five times) Database Marketing awards (twice), New Media Age awards, Revolution Digital Marketing awards, CRN awards, IDM Marketing awards, PPA and DMA awards.

He has worked on digital marketing and strategy with many global brands including Motorola, Cisco, ITV, Lego, Skype, British Airways and Oracle.

A highly regarded speaker, lecturer and writer, Steve has worked with the IDM since 2004 on various courses and events and has been invited to speak throughout the world on the subject of digital marketing.

He was appointed a Fellow in 2009, making him one of their youngest ever appointments.

As well as his role at Junction he is an IDM tutor, a member of the IDM Digital Council, a guest lecturer at various British universities and a longstanding Superbrands judge.

/ Tutors that Inform and Inspire Confidence



“I was able to apply the skills I learnt into my day-to-day work immediately. Overall, this has been fundamental to my career development, enabling to take my knowledge and skillset to the next level and giving me the confidence to take the lead on strategic planning within my organisation. I would highly recommend this course to anyone looking to take the next step in their Marketing career.”

Kim Warner Dip DigM,
Marketing Manager, Camps International Group Limited

Experience is key to being able to contextualise knowledge

Our tutors are renowned keynote speakers, have contributed to best-selling books on digital and data-driven marketing and know how to deliver content with passion and energy.

They have worked at every level of business and in countless roles including CEO, Managing Director, CMO, Digital Marketing Director, CRM Director, Marketing Director, Creative Director, Planning Director, Agency Director and Founding Partner.

The role of an IDM tutor is to support delegates throughout the course by delivering their own specialist subjects but also being able to prepare delegates for tackling assignments and exams.

Our rigorous assessment processes place constant pressure on our tutors to provide the academic and practical support our delegates need to attain their Professional and Postgraduate IDM qualifications. Our pass rate currently stands at 94%.

/ Our Rigorous and Representative Assessment Process



**“Courses to help digital
marketers keep up with a
constantly changing industry.”**

Valentina Sidore,
Senior Digital Marketing Executive at UBM

Our Qualifications Advisory Board includes business experts, academics and professional alumni

All IDM tutors must have worked at the highest levels for major brands and agencies.

To protect the value our qualifications create for graduates, the IDM has a fully accredited assessment process in place that is overseen by a representative Qualifications Advisory Board.

This dedicated team of leading industry figures, IDM faculty members and professional alumni meet regularly to consult on every aspect of our constructively aligned content, delivery and assessment processes. The maintenance of academic standards is an important part of the delegate experience.

Our current Diploma assessment criteria are as follows:

Pass Levels

- / Achieve an overall pass grade of 45%
- / Achieve 60% overall for a Credit
- / Achieve 70% overall for a Distinction

Postgraduate Diploma Assignments

- / Complete one 4,000 – 5,000 word assignments in a 6-week timeframe, plus a reflective practice report

Examinations

- / Complete one 3-hour examination

Honorifics

- / PG Dip Dig M

As more than 100,000 delegates from leading brands and organisations around the world have discovered, an IDM Qualification isn't easily attained, which makes it such a valuable and distinctive achievement.

/ How the IDM Works to Support Your Studies



“The IDM adopts a pragmatic ‘real world’ approach meaning learnings can be easily translated into marketing within the modern world. I would recommend the Postgraduate Diploma to any aspiring Marketer as it is a ‘game changer’ .”

Andrew Griffin PG Dip IDM,
Strategic Development Consultant - SIPS Education

We provide guidance and access to information throughout your study journey

Every professional delegate has an individual online learning account which includes:

- / eLearning modules on each topic, including webinars and learning checks
- / World class DMA research, including the latest Consumer Attitudes to Privacy paper and annual email studies reflecting the attitudes of marketers and consumers.
- / Best practice guides from DMA councils on topics like social media, data, etc.
- / Links to industry leading blogs, whitepapers and websites.
- / Access to the DMA Awards case studies, showcasing industry leading campaigns including IKEA, Honda and Paypal
- / Delegates are automatically enrolled as IDM members, giving access to events and a free Euromonitor subscription for the latest consumer research (worth £170 pa).

/ Start Transforming Your Career Today



“The IDM has done it again and brought clarity to complexity.”

Antony Humphreys,
Sales & Marketing Director, 1973 Ltd

Our specialist team of advisers are ready to help you choose the right qualification

The IDM has a friendly and experienced team of specialist advisers, who can answer any questions you have on the IDM Professional and Postgraduate Qualifications.

Our advisers will make sure you have all the information you need to make an informed decision about your course, study mode and finance.

They will also tell you about the fully interactive online materials and our subject specialists, tutors and in-house support teams.

They can also describe how we support your studies with freely available webinars, DMA case studies and channel eBooks, free access to Euromonitor industry reports, Affiliate IDM Membership

and the lists of further reading resources available when you login to your learning account.

If you need to make the business case to your employer to fund your studies, IDM advisers can tell you how to make a successful pitch. In fact, the support team will help you with funding advice and countless other aspects of your career development such as the fact that you can also get **50% off** all other IDM training courses during the time you're studying for your qualification.

Please feel free to call them on +44 20 8614 0227

100,000 professional alumni
33 countries
30 years of success

As an established, constantly evolving professional training Institute with a unique international reputation for award-winning course development and delivery we are proud of our achievements. However, our greatest satisfaction comes from seeing our professional alumni working for companies such as: **HSBC, BMW, The Guardian, Royal Mail, Verizon, Bernardos, Bosch, Aviva, Allianz, Adobe, Barclays, Screwfix** and **RBS**.

Get in touch with our Learning & Development consultants who will help you design your training pathway on **+44 20 8614 0227** or email us at **training@theidm.com**

