

# / IDM Prospectus

/ Finland 2020

/ IDM Professional 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

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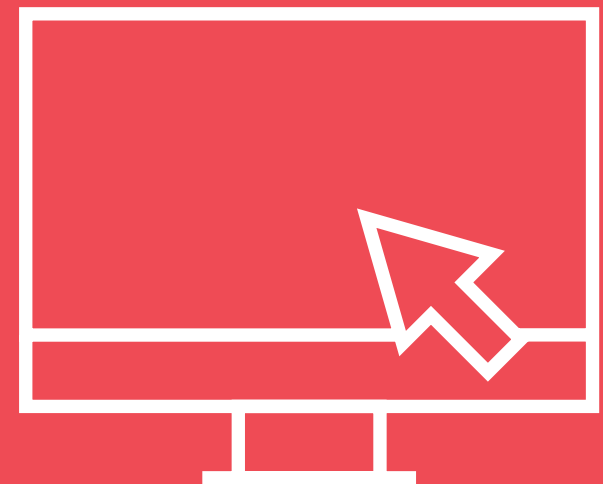
# / The IDM Professional Diploma in Digital Marketing

## Course Information

This course will give you the skills to plan, manage and evaluate digital marketing campaigns in social media, search marketing, email, affiliate and more.

Get qualified and learn how to confidently integrate them with your wider marketing strategy.

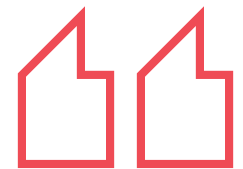
Equivalent to Level 6 qualification (Bachelor's Degree) and is made up of 16 modules.



# Everything you need to know about digital channels and campaign planning

The IDM Professional Diploma in Digital Marketing qualification will help you transform the way you:

- / Plan the introduction of digital technologies and techniques for marketing that support business objectives
- / Apply the key technologies, tools and techniques of digital marketing to improve marketing effectiveness
- / Identify the potential application of online marketing tools within the marketing communications mix
- / Continuously improve the contribution of digital technologies to your organisation



**“I feel I now have the tools to engage in digital marketing from strategy and planning to execution and optimisation.”**

**Hans Broman,**  
Head of E-Commerce, VR Group

# / Module 01

## How digital continues to transform the role of marketing in business

### Learning objective:

Understanding the key factors that drive the growth and impact of digital marketing on customer experience.

- / How digital marketing continues to redefine our ability to target and connect with customers
- / Why developing real-time engagement is changing the role of marketing and marketers
- / The importance of building mutually beneficial relationships with customers
- / How digital transformation will shape the business of the future
- / Uncovering the essential attributes of core digital channels:
  - SEO that supports brand activation
  - PPC that optimises conversion opportunities
  - Social channels that engage every moment of the customer journey
  - Display advertising that builds brand awareness and drives conversions
- Mobile marketing that supports contextual and personal engagement
- Affiliate Networks that extend reach through individual intermediaries and comparison websites
- Email that maximises the lifetime value of customers

# / Module 02

## How understanding consumer preference and behaviour helps us to be better digital marketers

### **Learning objective:**

Understanding how consumers make purchasing decisions is the key to optimal targeting and proposition development.

/ How different sources of primary and secondary data help us to understand the characteristics of consumers in the digital marketplace

/ How and when to use quantitative and qualitative customer research to deepen prospecting and targeting insights

/ To use analytics reports to improve targeting options and identify the key drivers of response

/ How developing Personas helps digital marketers generate actionable insights that improve the planning process

# / Module 03

## How efficient and practical planning processes build optimal digital marketing campaigns

### **Learning objective:**

Understand how successful digital marketing campaigns are driven by tried and tested planning frameworks that help us explore market conditions, develop actionable responses to surfaced insights and define success.

- / How conducting a 12-point situation analysis helps us build a solid foundation for digital marketing plans
- / Why SMART objectives are tested against allowable marketing cost
- / How strategy helps us to improve the quality of targeting and customer engagement on the increasingly complex pathway to purchase
- / How a wide range of customer and business variables drive tactical channel selection
- / How inspirational creative and informative content improve campaign performance
- / Why every successful digital marketing campaign is built around a detailed timing and action plan
- / How practical budgeting, benchmark analysis and forecasting processes help you assess the potential of your digital marketing plans prior to delivery



# / Module 04

## Building user-centric websites that support customer and digital marketing objectives

### Learning objective:

Understand how user-centered design processes and digital technologies help us to develop websites that enhance customer experiences.

- / How to define the purpose of a website from customer, business and ecommerce points of view
- / How user-centered design helps us explore the needs, tasks and digital environments that define user experience (UX)
- / Using waterfall and agile site development approaches to scope and manage the development of web projects
- / Improvements to UX through sitemaps, wireframes and user testing
- / Developing criteria for choosing design, developer and tech partners that support customisation, reliable web hosting and maintenance programmes
- / The ongoing relationship between web developers and digital marketers

# / Module 05

## Understanding the fundamental importance of Search Engine Marketing to digital marketing

### **Learning objective:**

Understand how SEM (SEO and PPC) plays a vital role in building brand engagement and sales opportunities at all points on the pathway to purchase.

- / How search engine marketing (SEM) works across the customer journey
- / How to build keyword strategies that drive optimised organic search results on a landing page by landing page basis
- / The importance of indexing content and developing comprehensive and link partnerships to improve rankings
- / Using the keyword optimising power of Pay Per Click (PPC) to drive sales
- / How to set up and manage PPC accounts to optimise campaign performance
- / Using analytics to continually improve SEM performance

# / Module 06

## How Display Advertising builds awareness and generates efficient conversion opportunities for digital marketers

### **Learning objective:**

Understanding how channel preference, media research, targeting systems and ad-serving technology combine to build brands and drive sales efficiency.

- / How real-time bidding and programmatic technology platforms help advertisers, publishers and consumers connect in real-time
- / The importance of a focused display advertising strategy
- / To explore the wide range of targeting options across different display networks
- / To evaluate best practice inventory investment and bidding strategies
- / Developing contextually relevant, original and impactful display ad creative
- / How to ensure your advertising campaign management is efficient and accountable

# / Module 07

## Using email marketing to build high-value digital relationships with prospects and customers

### **Learning objective:**

Understanding the relevant strategies, targeting methods, technologies and permissions needed to deliver customer-centric email marketing campaigns.

- / How email campaigns can deliver a higher return on marketing investment than any other digital channel
- / To develop a permission-based email strategy that recognises the long-term value of customers
- / How segmentation, targeting, timing, testing and behavioural triggers optimise email campaigns
- / Why ESP technology and data insight are important to subscriber-centric email marketing plans
- / How automation, personalisation, dynamic content optimization and testing improve every aspect of email marketing, including: nurture, onboarding and lifecycle campaigns
- / Exploring the metrics that define core key performance indicators for email campaigns

# / Module 08

## How Content Marketing helps consumers make more informed purchasing decisions

### Learning objective:

Understanding the practical role content marketing plays in digital marketing campaigns.

/ How content marketing supports the consumer decision making process from brand awareness to advocacy

/ The qualities of ad formats on different social networks

/ Developing and working with different content models

/ How to build a flexible approach to content planning and development

/ Developing and optimising content for text, image and video-based delivery

The process of useful content creation, UGC and the value of storytelling

Developing and  
/ executing content planning frameworks

# / Module 09

## Exploring the use of Social Media channels to build, acquire, convert and retain target audiences and customers

### **Learning objective:**

Understand how social media channels can be used to support all aspects of your customer acquisition, conversion and retention plans.

- / Why analysing social platform preferences and influencer analysis helps us define the best role for social media in our digital marketing campaigns
- / How social media helps build brand awareness and preference
- / Why social media offers opportunities to engage with communities and identify customer preferences
- / How paid social media can drive sales
- / How to analyse social channels to monitor sentiment and competitor activity
- / To exploit the power of influencers to extend campaign reach and enhance cross channel performance
- / To use social media channels as customer service tools
- / To use monitoring and analytics dashboards to improve the media-multiplier effect of social campaigns

# / Module 10

## Extending the reach of digital marketing campaigns through Affiliate Marketing

### Learning objective:

Develop an understanding of the affiliate channel, technologies, remuneration models and controls needed.

- / How affiliate marketing extends campaign reach, improves performance and delivers transparent campaign attribution
- / How individual affiliates, publishers and affiliate networks use technology to deliver measurable customer experiences
- / How to evaluate key performance indicators of competing affiliate networks
- / The cost and commission structures of affiliates and affiliate networks
- / How collaborative work practices and continuous network assessment helps maintain affiliate marketing's exceptional ROI levels

# / Module 11

## Understanding the personal and contextual role of Mobile in digital marketing campaigns

### **Learning objective:**

Understanding the precision targeting opportunities that make mobile marketing one of the most effective digital channels.

- / How mobile fits into a personalised digital marketing strategy
- / To assess the influence of mobile on customer behaviour across the digital and physical customer journey, and the legal implications
- / How to make use of mobile's contextual targeting, app engagement, video, livestreaming, instant messaging, interactive NFC features and mobile payments capabilities
- / How to set up tracking and data-management for omnichannel and multi-device engagement across mobile, desktop, in-store and print
- / To identify and use different ROI and attribution models that measure the success of mobile marketing activities



# / Module 12

## Developing a data acquisition and management strategy that is an integral part of digital campaign planning and delivery

### **Learning objective:**

Understand how technology helps us collect, evaluate and report on the quantitative and qualitative data that supports our digital marketing decisions.

- / How data-driven decisions improve the way we reach, engage, convert, retain and grow our customer base
- / The four Vs of Big Data
- / How to map customer contact and data points
- / Evaluate the four types of customer data
- / Data for customer profiles
- / How Data Management Platforms work
- / How to use databases, data modelling and data mining to surface RFV segmentation and Lifetime Value insights
- / How developing Single Customer View supports customer experience

# / Module 13

## Developing digital marketing propositions, ideas and creative that inspire target audiences

### **Learning objective:**

To understand how customer insights and creative ideas combine to develop inspirational digital marketing campaigns.

- / How customer insight can be used to inspire creative that works across digital and physical channels
- / The factors that define memorable digital creative ideas at both the strategic and tactical level
- / The way specific objectives and targeting options shape campaign executions
- / The critical importance of in-depth customer research and segmentation strategies to powerful propositions development
- / How to develop informative and inspirational digital creative briefs that improve the quality of work and improve workflow
- / How to evaluate and respond to digital creative ideas and concepts with impartial and constructive objectivity

# / Module 14

## How regulation, permission and codes of practice inspire efficient digital marketing

### **Learning objective:**

To understand all aspects of law and codes governing digital marketers and digital marketing campaigns.

- / Why compliance defines professional digital marketers
- / How marketing permission is a key driver of customer value
- / How legal frameworks relating to personal data and consent (including PECR and GDPR) affect digital marketing practice
- / What Marketers, Data Controllers and Data Processors need to know about data protection and privacy legislation across the digital channels
- / Consent, legitimate interests and individual rights under GDPR
- / How MPS, TPS and DMA best practice guidelines help improve campaign performance and protect the rights of consumers
- / How independent regulators such as ASA, CAP and IAB set advertising codes and enforce accountable standards

# / Module 15

## Understanding the metrics that help us control and refine digital marketing campaigns

### **Learning objective:**

Understanding approaches for measuring and improving web marketing performance, onsite acquisition, conversion and retention.

- / Why digital campaign performance must be linked to clearly defined business objectives and campaign KPIs
- / How the performance of different digital channels requires a range of specific metrics to define their contribution
- / Why testing is important to improving digital marketing performance and customer experience
- / Why every landing page should be part of a systemic CRO testing strategy
- / How tag management and attribution modelling helps assign credit for multi-channel campaigns and identify optimisation opportunities

# / Module 16

## Exploring the near-future of data-driven 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
- / Which brand, agency and technology trends are most likely to bring significant changes to digital marketing
- / How agency/client relationships and work practices are changing to meet the needs of real-time consumer engagement
- / 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 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 **ask@theidm.com**

# / Study Dates

## Professional Diploma

### Blended – starts 27 January 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 a stream of online content run over 12 months

You will receive email support and 24/7 access to course materials.

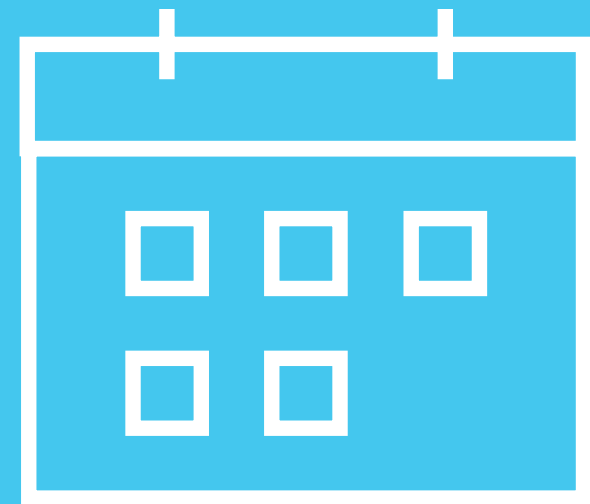
### Face-to-face study dates

Day 1: March 24th 2020

Day 2: June 9th 2020

Day 3: November 10th 2020

Exam: November 25th 2020



# / Subject Specialist with the Insights You Need



“IDM-koulutus antaa hyvät ja käytännönläheiset valmiudet ymmärtää ja toteuttaa digimarkkinointia.”

— Tiina Sirén,  
Head of Virtual Customer Centre, TUI Finland

# 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



“Olen pystynyt hyödyntämään  
IDM-kurssin oppeja päivittäisessä  
työssäni jo opiskeluvaiheessa.”

Matti Cornér,  
COO, Hasan & Partners

# 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

## **Professional Diploma Assignments**

- / Complete two 3,000 – 4,000 word assignments in a 5-week timeframe

## **Examinations**

- / Complete one 3-hour examination

## **Honorifics**

- / Dip DigM

**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



“Olen saanut tietää monipuolisesti uusia asioita ja toisaalta saanut syvällisempää ymmärrystä jo selviinkin asioihin. Kurssin sisältö on ollut heti hyödyllinen ja oppeja voi käyttää, toimipa millä toimialalla tahansa digimedian parissa.”

Sanna Kaartinaho,  
Client Director, Dagmar

# 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 **[ask@theidm.com](mailto:ask@theidm.com)**

