

IDM Postgraduate Diploma in Digital Marketing

(PG Dip DigM)

During your Postgraduate Qualification in Digital, you will learn to:

Understand how strategic digital planning reduces campaign costs while increasing return on investment

- Confidently develop strategic recommendations that improve customer experiences
- Understand how actionable and accountable integrated communications plans drive results
- Systematically analyse and optimise campaigns to develop efficient attribution models

Module 1: An introduction to intelligent marketing

Learning objective: Understand the drivers for effective marketing in a demanding, data rich, overly submerged marketing environment.

- Digital as a piece of the integrated marketing pie
- The importance of putting your customer first
- The importance of data
- What is a digital strategic business approach?
- The strategic marketing cycle

Module 2: Understanding the marketing environment

Learning objective: To be proficient at developing an objective and realistic view of the market context prior to developing an inspirational digital marketing strategy.

- Online marketplace
- Internal Analysis
- Knowing your customers and prospects
- Competitor benchmarking
- Intermediary assessment and partner management
- The challenge of change
- Using social media channels to development customer relationship
- Digital audit
- SWOT & PESTLE

Module 3: Marketing Strategy

Learning objective: Create an effective strategy by using data to identify and target different audiences, using relevant and powerful propositions and building detailed models of segmented customer journeys on the pathway to purchase.

- Developing a compelling digital marketing strategy
- SMART objectives shape strategy
- Customer targeting provides focus
- Using research, data & insight to inform your marketing strategy
- Propositions connect audiences
- The impact of customer journey

Module 4: Financial Analysis

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.

- Principles of budget
- Developing financial models
- Annual budgets
- Campaign budgets
- Lifetime value

Module 5: Brand Building

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

- Branding in digital
- Developing online value
- Building communities
- Measuring brand effectiveness
- Proposition development

Module 6: Customer Insight

Learning objective: Improve your ability to consistently find and make use of customer insights that improve the performance of your marketing activity.

- Customer data
- Customer data strategy
- Data integration
- Multi-channel attribution
- Profiling
- Segmentation
- Targeting
- Profiling & segmentation strategies

Module 7: Developing Integrated Communications

Learning Objective: Set your team up to deliver effective marketing campaigns, from targeting and measuring, reviewing creative, to understanding how to embrace the technological opportunities.

- Setting up for integrated campaigns
- Approaches to targeting
- How to select the right digital media channels
- Reviewing the creative and messaging approaches
- Methods for tracking the effectiveness of digital campaigns
- The shift to customer metrics
- Data Management Platforms (DMP)
- The importance of technology for tracking campaigns
- Leveraging the benefits of cloud technology
- Testing in campaign optimisation
- Using Multivariate techniques within campaign optimisation

Module 8: Managing Integrated Communications

Learning objective: Take advantage of campaign planning techniques, channel assessment processes to develop an integrated approach to your marketing activity.

- Introduction to integrated marketing
- Integrated communication and customer experience
- Integrated campaign management
- Media-neutral communications planning
- Case-study: Amazon – IMC

Module 9: CRM

Learning objective: Incorporate CRM activities into your practices to drive customer first communication strategies, including integrated communications, personalisation and permission marketing.

- What is CRM?

- Permission marketing and customer communication preferences
- Making the business case for improved contact and personalisation strategies
- Conducting a CRM technology and customer data audit
- Creating an integrated contact strategy for customer development
- Analysing the value of customer interactions

Module 10: Using Digital Transformation to Enhance Customer Experience Through Automation and Programmatic Workflows

Learning objective: Embrace digital transformation and marketing automation techniques, processes and technology to deliver excellent customer experience.

- The digital journey – understanding your organisation on the path to integrated digital marketing
- Change management – what it is, and how to utilise it to integrate digital marketing into your organisation
- Managing change for digital integration – organisational structure
- Managing change for digital integration – people, skills, leadership and culture
- Managing change for digital integration – processes
- Managing change for digital integration – technology
- Managing external agencies and partners