

# Module 1

Introduction

The DMI Methodology

Key Digital Strategy Topics

Adding Value to a Digital Strategy

Improving a Digital Strategy

# Module 2

Traditional Communication

Formulating a Marketing Strategy

Integrating Different Assets into a Marketing Plan

Conducting Market Research and Communications Planning

# Module 3

Digital Communications

Fundamentals of Digital Communications

Planning a Digital Campaign

Executing a Digital Campaign

Analyzing a Digital Strategy

# Module 4

Digital Channels

Channel Planning

Inbound Channels: Social and Content

Inbound Channels: Search Engine Marketing

Inbound Channels: Email, Affiliate and Automation

Outbound Channels: Display and Video Advertising

## **Module 5**

Marketing Automation

Key Concepts in Marketing Automation

Managing and Nurturing Leads

Generating and Communicating with Leads

## **Module 6**

Budget and Resourcing

Planning a Digital Marketing Budget

Setting a Digital Marketing Budget

Applying a Digital Marketing Budget

Recruiting and Training Digital Marketing Personnel

## **Module 7**

Big Data and Analytics

Preparing and Managing Data

Collecting and Analyzing Data

Storing and Visualizing Data

Data-Driven Reporting

## **Module 8**

Digital Leadership

Fundamentals of Digital Leadership

Becoming a Digital Leader

Implementing a Global Digital Strategy

Evaluating and Reporting on a Digital Strategy

## **Module 9**

Strategy Formulation and Plan

Analyzing a Digital Strategy

Documenting a Digital Strategy

Implementing a Digital Strategy

Reviewing the Effectiveness of a Digital Strategy