

Digital Marketing Associate Master's Program

Program Overview:

Start your digital marketing career by learning to handle end-to-end marketing campaigns with help of Simplilearn's Digital Marketing Associate Master's Program. Learn the basics of digital marketing and different modules like SEO optimization, content marketing, digital analytics, social media marketing, pay-per-click, email marketing, and digital strategy in this course.

Program Highlights:

- 50+ hours of instructor-led training and 40+ hours of self-paced videos
- Aligned to globally-renowned certifications like OMCA™, Hootsuite, Google Ads, and Hubspot
- Walkthroughs of 35+ digital marketing tools like Feng-GUI, SEMrush, Buffer, and MailChimp
- Capstone projects focusing on concepts like SEO, Facebook marketing, Google Ads, and YouTube marketing

Course Delivery Method:

Online bootcamp - The delivery mode of this course is a mix of online self-paced learning and live virtual classroom instruction.

Prerequisites:

No prerequisite is required to take this course. Anyone with an interest in digital marketing can enroll in this Digital Marketing Associate program.

Skills Covered:

- Digital marketing
- Search engine optimization (SEO)
- Content marketing
- Pay per click
- Digital analytics
- Social media marketing
- Mobile marketing
- Digital strategy
- Email marketing

Tools Covered:

- Buffer
- Facebook
- Facebook Ads
- Facebook Insights
- Feng-GUI
- Google Ads
- Google Ads Manager
- Google Analytics
- Google Keyword Planner
- Google Trends
- Hootsuite
- HubSpot
- Instagram
- LinkedIn
- LinkedIn Ads
- Moz
- QlikView
- SEMrush
- Twitter
- Twitter Ads
- YouTube
- YouTube Analytics

Who Will Benefit:

This Digital Marketing Associate Master's program is ideal for business professionals, traditional marketers, marketing consultants, sales professionals, entrepreneurs, or anyone interested pursuing a career in digital marketing,

Key Learning Outcomes:

- Gain in-depth knowledge of the various digital marketing disciplines including search engine optimization (SEO), pay-per-click (PPC), content marketing, social media marketing, mobile marketing, web analytics, website conversion rate optimization, email marketing, and digital marketing strategy.
- Formulate, plan, and execute digital marketing strategies with the right mix of channels
- Create and communicate the right marketing message to the target audience
- Learn digital marketing tools like Google Ads, Google Analytics, Facebook marketing, YouTube marketing, and Twitter advertising
- Pass for top digital marketing certification exams with certification aligned course such as OMCA™, Google Analytics, Google Ads, Facebook Blueprint, Hootsuite, and HubSpot

Accreditations:

This Digital Marketing Associate Program is aligned with the multiple certifications and a learner can get certified with these partners by passing the respective exam.

- OMCA
- Hootsuite Platform training
- Google Adwords
- Google Analytics
- Facebook Blueprint
- HubSpot

Certification Criteria:

Learner need to pass the all the courses and meet the following requirements to get the Digital Marketing Associate Certificate:

- Digital Marketing 101: Complete 85 percent of the OSL and pass the assessment test with at least a 60 percent score
- Mastering SEO, Content Marketing, PPC and Digital Analytics: Complete 85 percent of the OSL (or) attend one LVC batch and complete at least one project
- Mastering Social Media, Mobile Marketing, and Digital Strategy: Complete 85 percent of the OSL (or) attend one LVC batch, complete at least one project, and pass at least one assessment test with at least a 60 percent score
- HubSpot Email Marketing Certification Training : Complete 85 percent of the OSL
- Digital Marketing Capstone: Complete 100 percent of the OSL and complete one project

Learning Path:

Core

- Digital Marketing 101
- Mastering SEO, Content Marketing, PPC, and Digital Analytics
- Mastering Social Media, Mobile Marketing, and Digital Strategy
- HubSpot Email Marketing Certification Training
- Digital Marketing Capstone



European Partner Simplilearn

26-28 Rue Edward Steichen, L-2540 Luxembourg

<https://www.synermesh.com/elearning> elearning@synermesh.com +352 621 150795

About us:

Synermesh SA The Synermesh PAAS (powered by the Zoho SAAS; Simplilearn LMS); PMI training) connects the our staff & partners with the top Banks; Funds Administrators; and Funds Managers active in Luxembourg. Within our platform we provide access to our consultants to: tools to support project management & digital transformation: accounting services; training services; and specialised tools to support the specific operations related to Fund Administration

Simplilearn is a leader in digital skills training, focused on the emerging technologies that are transforming our world. Our blended learning approach drives learner engagement and is backed by the industry's highest completion rates. Partnering with professionals and companies, we identify their unique needs and provide outcome-centric solutions to help them achieve their professional goals.

Founded in 2009, Simplilearn is one of the world's leading providers of online training for Digital Marketing, Cloud Computing, Project Management, Data Science, IT Service Management, Software Development and many other emerging technologies. Based in Bangalore, India, San Francisco, California, and Raleigh, North Carolina, Simplilearn partners with companies and individuals to address their unique needs, providing training and coaching to help working professionals meet their career goals. Simplilearn has enabled over 1 million professionals and companies across 150+ countries train, certify and upskill their employees.

Simplilearn's 400+ training courses are designed and updated by world-class industry experts. Their blended learning approach combines e-learning classes, instructor-led live virtual classrooms, applied learning projects, and 24/7 teaching assistance. More than 40 global training organizations have recognized Simplilearn as an official provider of certification training. The company has been named the 8th most influential education brand in the world by LinkedIn.