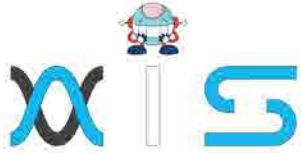


Digital Marketing Specialist

Master's Program





About the Course

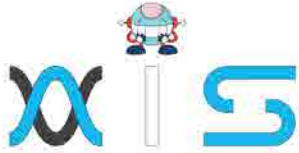
The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse with in-depth expertise in every branch of onlinemarketing. The training is structured around a proven learning path prescribed by senior industry leaders.

Hands-on learning with live projects and simulationexams complements world-class course content inSEO, PPC, social media, and web analytics. Learners have the flexibility to attend as many of the 35+ live online instructor-led classes as necessary. Monthly mentoring sessions by international keynote influencers and thought leaders round out the learning, adding a global dimension to the training.

Key Features

- Expert sessions and AMAs by Facebook trainers
- Industry aligned capstone project in 5 domains
- Harvard case studies based on Yahoo and Accor data set
- Aligned to Top Digital Marketing certifications like Facebook Blueprint, OMCP, Google Ads & Analytics, Hootsuite and HubSpot
- Attend LevelUp sessions by the world's leading experts like Mollie Spilman, Shane Snow and Dorie Clark
- Industry-recommended learning path





Learning Path



1

Mastering SEO, Content Marketing, PPC and Digital Analytics

2

Mastering Social Media, Mobile Marketing and Digital Strategy

3

Advanced Web Analytics

4

Advanced Search Engine Optimization (SEO)

5

Advanced Pay Per Click (PPC) Certification Program

6

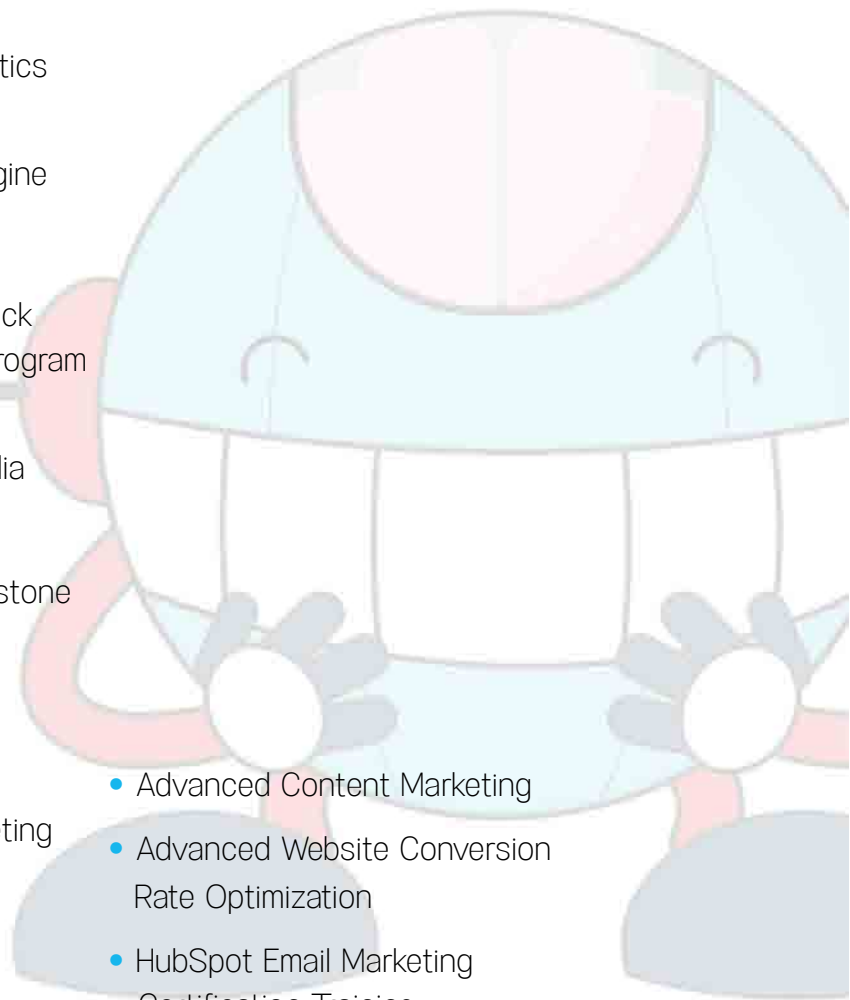
Advanced Social Media

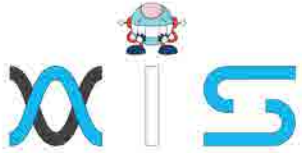
7

Digital Marketing Capstone

Optional Electives

- Harvard Business Publishing Case Studies for Digital Marketing
- Digital Marketing Specialist Facebook Master Session
- Advanced Mobile Marketing
- Advanced Email Marketing
- Advanced Content Marketing
- Advanced Website Conversion Rate Optimization
- HubSpot Email Marketing Certification Training





STEP 1



Mastering SEO, Content Marketing, PPC and Digital Analytics

Fundamentals of Marketing

This course will help you master digital channels such as search engine optimization (SEO), content marketing ppc, programmatic and digital analytics.

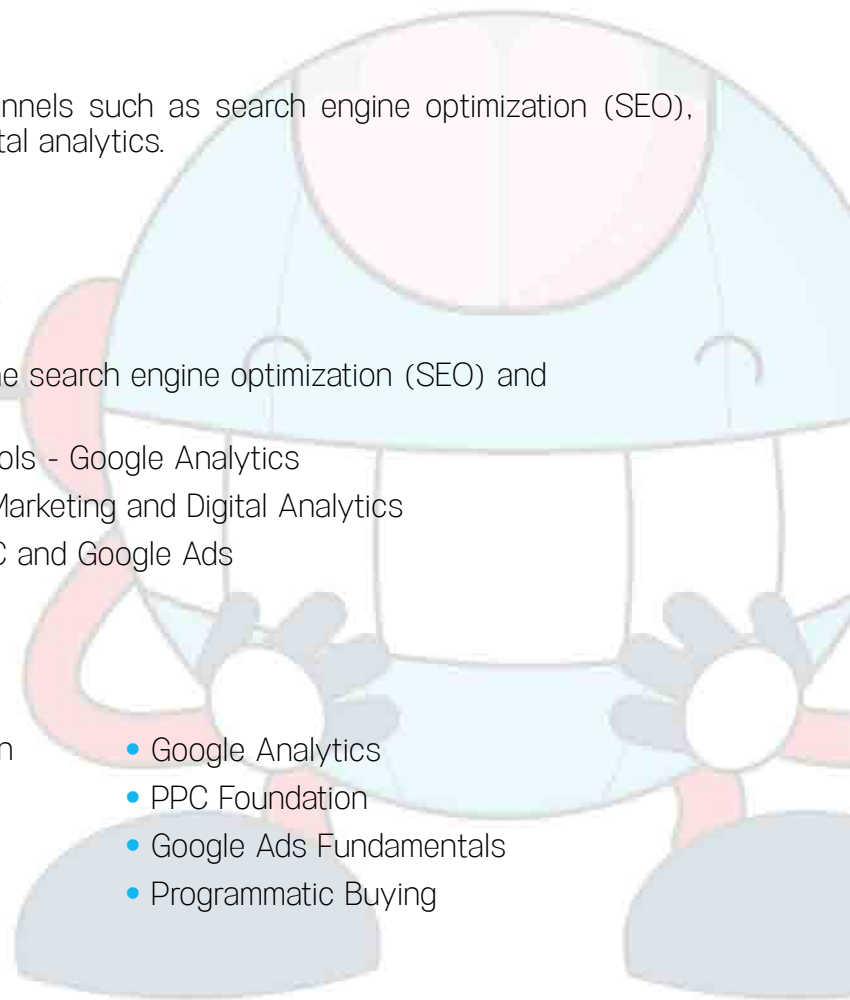
Key Learning Objectives

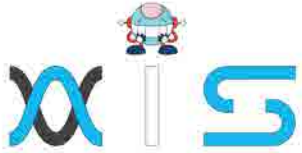
By the end of this training you will be able to:

- Gain an in-depth understanding of the search engine optimization (SEO) and fundamentals of digital marketing
- Master digital marketing analytical tools - Google Analytics
- Gain the core concepts of Content Marketing and Digital Analytics
- Understand the fundamentals of PPC and Google Ads

Course Curriculum

- Digital Marketing Program Introduction
- SEO Foundation
- Content Marketing Foundation
- Digital Analytics Foundation
- Google Analytics
- PPC Foundation
- Google Ads Fundamentals
- Programmatic Buying





STEP 2



Mastering Social Media, Mobile Marketing and Digital Strategy

Demystifying Digital Channels

This course will make you an expert on digital channels and how to target the right audience. You will learn about social media, facebook marketing, youtube marketing, email and mobile marketing, and marketing automation.

Key Learning Objectives

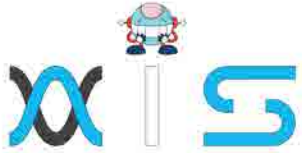
By the end of this training you will be able to:

- Gain in-depth knowledge on Social Media Marketing channels like Facebook, Instagram, Youtube and Twitter
- Understand the foundation of Email and Mobile Marketing
- Garner skills to create an efficient Digital Marketing Strategy

Course Curriculum

- Social Media Foundation
- Facebook Marketing
- YouTube and Video Marketing
- Twitter Marketing
- Mobile Marketing Foundation
- Email Marketing Foundation
- Marketing Automation Foundation
- Website Conversion Rate
- Optimization Foundations
- Digital Marketing Strategy





STEP 3



Advanced Web Analytics

Performance Analysis

This Advanced Web Analytics certification training course helps you master the critical elements of social media, web, mobile, and content analytics. Learn how to optimize your organization's ability to make highly informed business decisions based on data analytics.

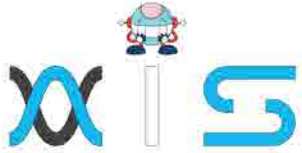
Key Learning Objectives

By the end of this training you will be able to:

- Attain in-depth knowledge of Digital Analytics along with business understanding
- Become an expert at collecting and working with multi-channel data sources, performing quantitative and qualitative analysis and more

Course Curriculum

- Introduction to Digital Analytics
- Building Blocks
- Fundamentals of Digital Analytics
- Business Perspective
- Methodology -Lean Six Sigma
- Data Analysis Fundamentals
- Analysis Perspective: Providing Insights
- Enabling Capabilities
- Managing Analytics
- Audience
- Acquisition
- Behavior
- Conversions Onboarding
- Retention and Expansion
- Advocacy
- Privacy and Ethics
- Wrapping Up



STEP 4



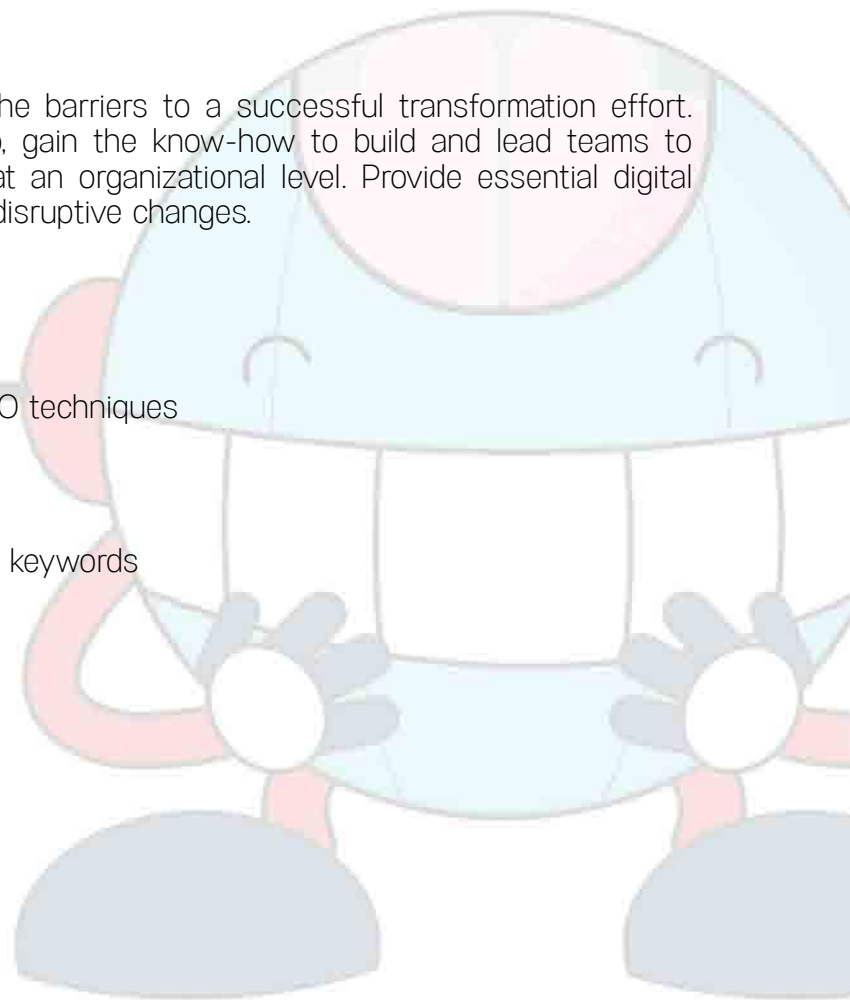
Advanced Search Engine Optimization (SEO)

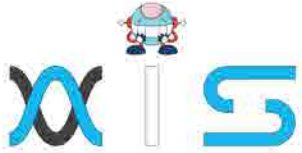
SEO Tools & Techniques

With this course you will learn to identify the barriers to a successful transformation effort. Understand the rules of personal leadership, gain the know-how to build and lead teams to success, and drive a culture of innovation at an organizational level. Provide essential digital leadership to lead your organization through disruptive changes.

Key Learning Objectives

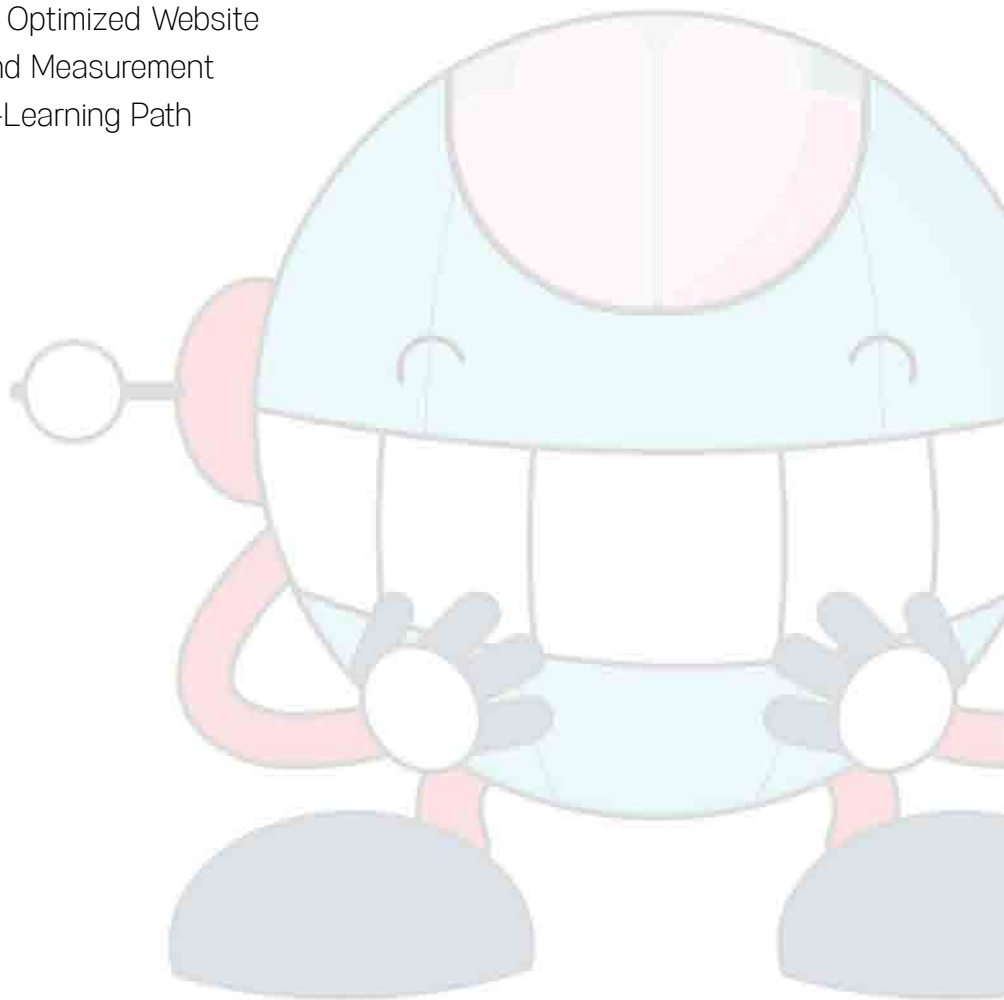
- Attain the essential knowledge in SEO techniques
- Get the in-depth understanding on:
 - On-page best practices
 - SEO methods to generate relevant keywords
 - Competitive analytics
 - Design & architecture
 - Site optimization & best practices
 - SEO for local search
 - SEO site audits

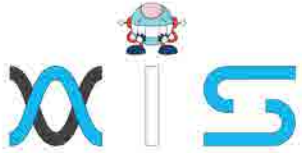




Course Curriculum

- **Lesson 01** - Introduction to SEO
- **Lesson 02** - How Search Engines Work
- **Lesson 03** - Keyword Research
- **Lesson 04** - On-Page Optimization
- **Lesson 05** - Website Management and Optimization
- **Lesson 06** - O -Page SEO
- **Lesson 07** - Planning A New Website
- **Lesson 08** - Market Your Optimized Website
- **Lesson 09** - Analytics and Measurement
- **Lesson 10** - What's Next-Learning Path





STEP 5



Advanced PPC Certification Program

PPC Tools & Techniques

The Advanced PPC Course is designed to transform you into an industry-ready paid marketing professional. Follow our clear, structured learning path recommended by industry experts and fast-track your career. You will learn to master the nuances of pay per click, display advertising, conversion optimization, and web analytics, and you'll acquire extensive project experience to prepare you for managing paid marketing initiatives.

Key Learning Objectives

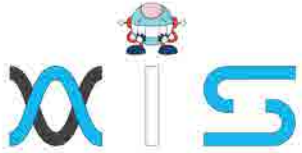
By the end of this training you will be able to:

- Understand the Keyword research and organization along with managing search
- Understanding the advanced Ad features, testing and extensions
- Know the audience types and how to segment it to reach the customers

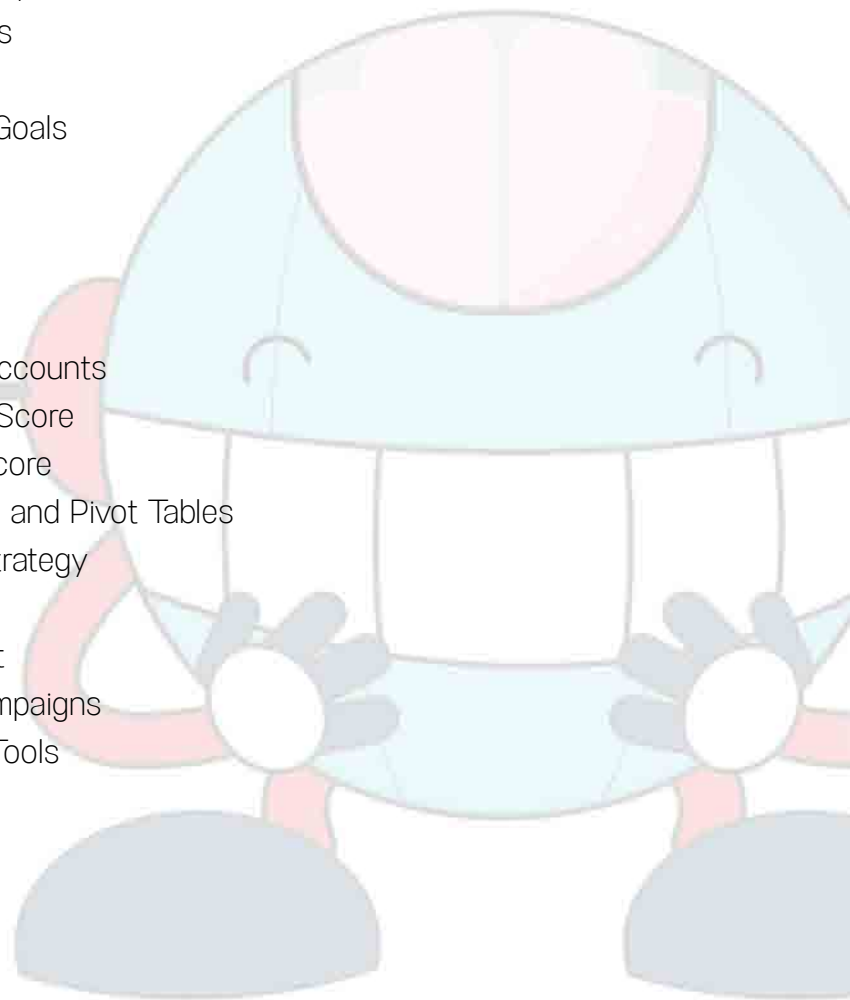
Course Curriculum

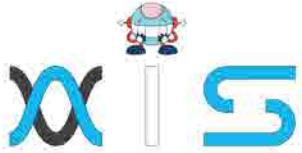
- Course Introduction
- **Lesson 01** - Psychology of Search
- **Lesson 02**- Buying Funnel
- **Lesson 03** - Understanding Keyword Organization
- **Lesson 04** - Keyword Match Types
- **Lesson 05** - Negative Keywords and Managing Search Terms
- **Lesson 06** - Keyword Research
- **Lesson 07** - Creating Compelling Ads





- Lesson 08 - Advanced Ad Features
- Lesson 09 - Ad Testing
- Lesson 10 - Ad Extensions
- Lesson 11 - Campaign Types Budget and Reach
- Lesson 12 - Location and Language Targeting
- Lesson 13 - Introduction to Audience Types
- Lesson 14 - How to Segment Data and Create Lists
- Lesson 15 - Using the Audience Lists to Reach Customers
- Lesson 16 - Introduction to the Display Network
- Lesson 17 - Display Targeting Options
- Lesson 18 - Display Ad Formats
- Lesson 19 - Setting And Measuring Goals
- Lesson 20 - Bidding and Attribution
- Lesson 21 - Reporting and Testing
- Lesson 22 - Ad group organization
- Lesson 23 - Campaign Organization
- Lesson 24 - Working with Multiple Accounts
- Lesson 25 - Introduction to Quality Score
- Lesson 26 - Working with Quality Score
- Lesson 27 - Quality Score Diagnosis and Pivot Tables
- Lesson 28 - Setting Up Your PPC Strategy
- Lesson 29 - Creating Your Account
- Lesson 30 - Managing Your Account
- Lesson 31 - Shopping and Video Campaigns
- Lesson 32 - Automation and Other Tools





STEP 6



Advanced Social Media

Social Media Marketing Tools & Techniques

The Advanced Social Media Course will transform you into an industry-ready social media marketer. It combines the disciplines of advanced social media, advanced content marketing and advanced web analytics course to help you elevate your brand and execute compelling social campaigns.

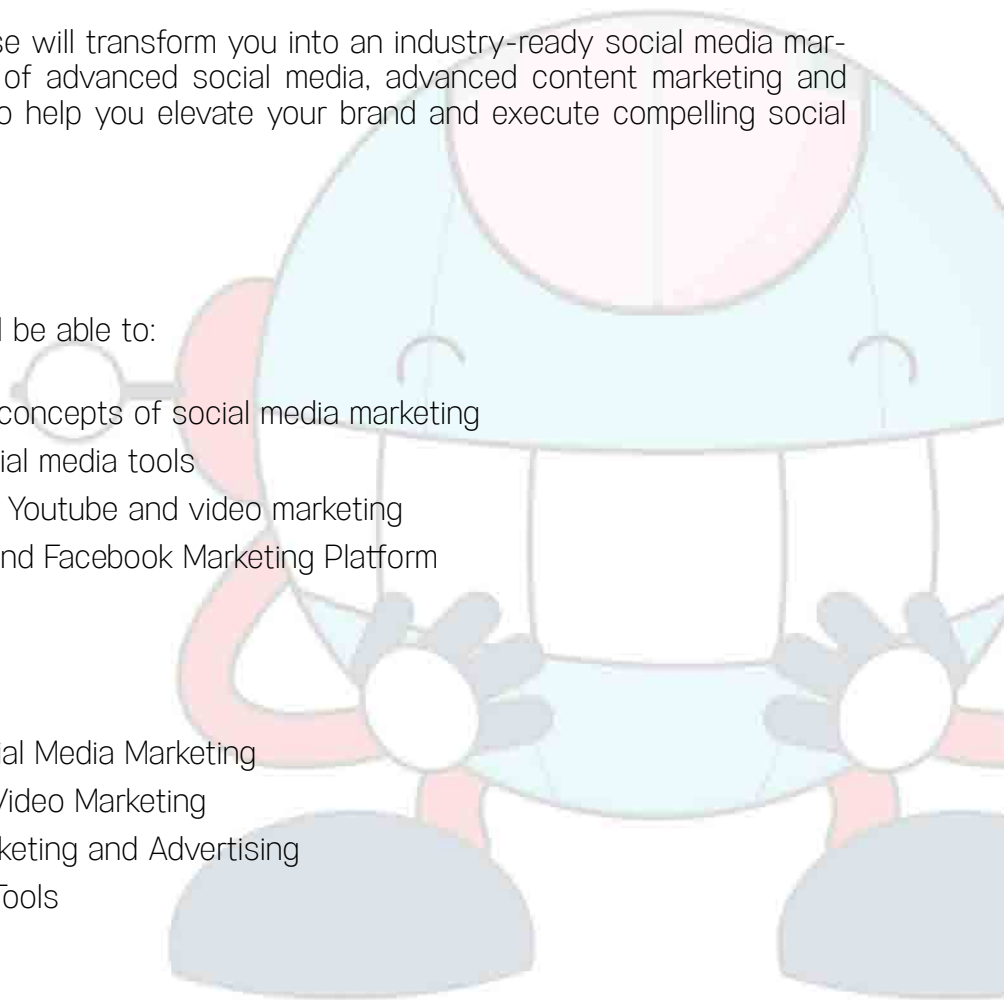
Key Learning Objectives

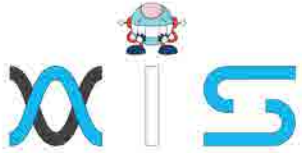
By the end of this training you will be able to:

- Understand the in-depth concepts of social media marketing
- Get to know more on social media tools
- Learn from scratch about Youtube and video marketing
- Learn about advertising and Facebook Marketing Platform

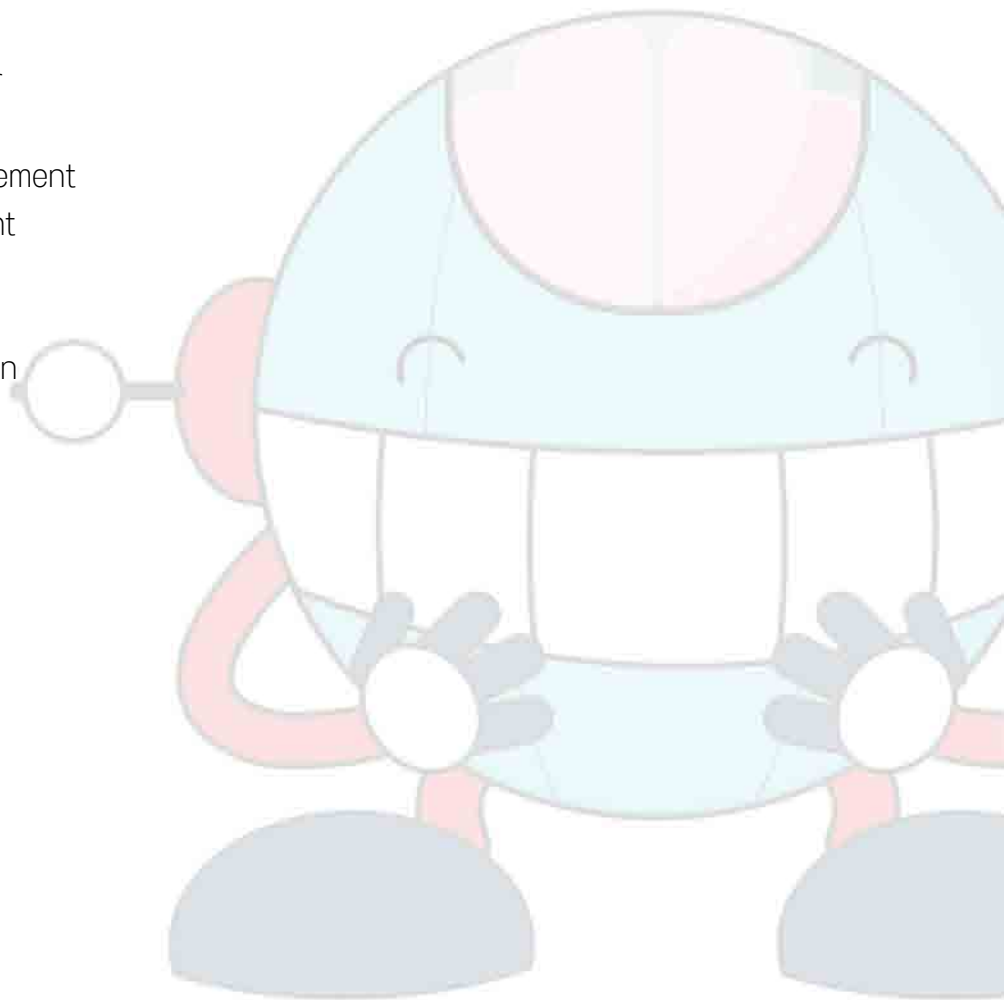
Course Curriculum

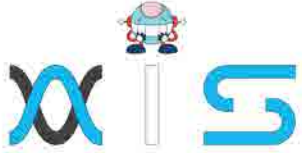
- **Session 1:** Advanced Social Media Marketing
- **Session 2:** Youtube and Video Marketing
- **Session 3:** Facebook Marketing and Advertising
- **Session 4:** Social Media Tools





- Introduction to Social Media
- Creating a Social Media Strategy
- Understanding Paid Earned and Owned Social Media
- Social Sharing
- Blogging for Business
- Finding and Communicating with Influencers
- Video and YouTube
- YouTube Advertising
- Social Networking and Facebook
- Facebook Advertising
- Microblogging and Twitter
- Twitter Advertising
- Online Reputation Management
- Social Media Measurement
- Social Media Analytics
- Pinterest Marketing
- Marketing through LinkedIn
- Instagram



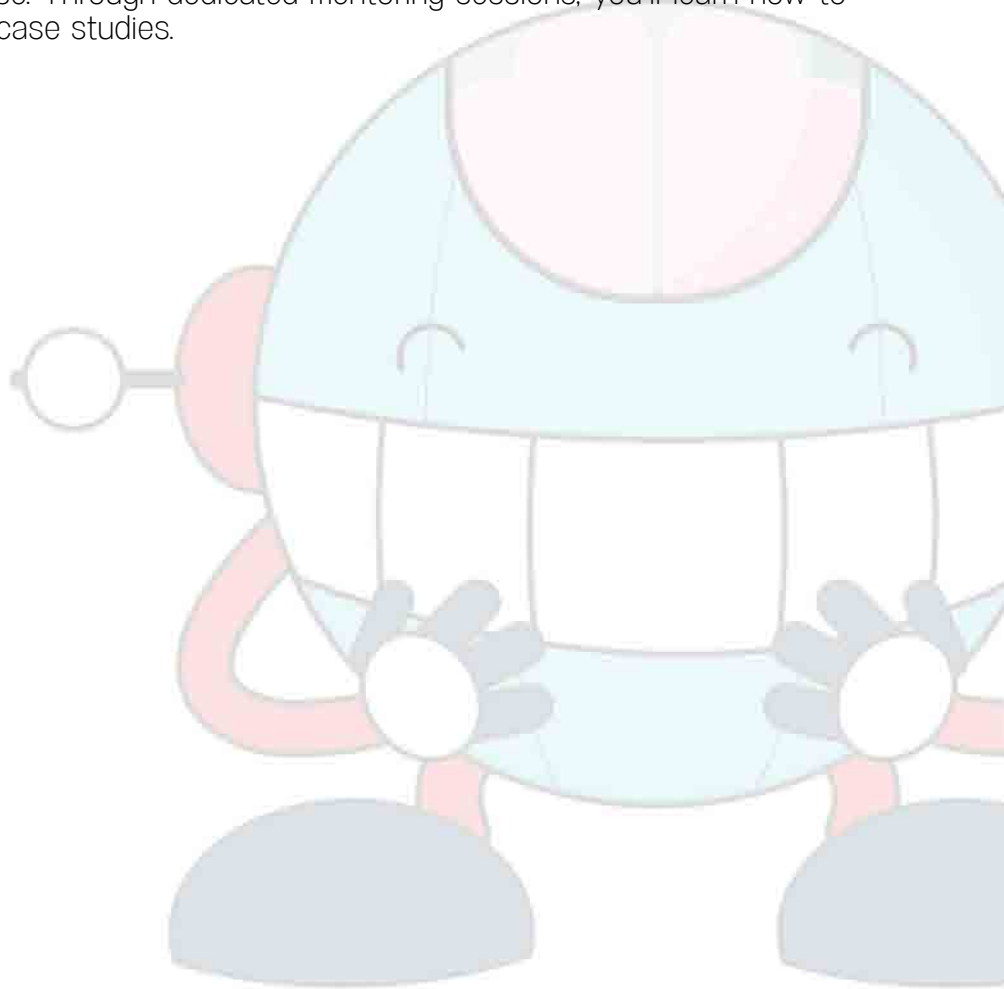


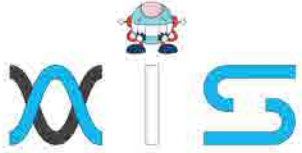
STEP 7



Digital Marketing Capstone

The Digital Marketing Capstone project will give you an opportunity to implement the concepts and skills you learned in this course. Through dedicated mentoring sessions, you'll learn how to solve real-world, industry-aligned case studies.





Other Electives

Digital Marketing Specialist Facebook Master Session

Attend online interactive masterclasses from Facebook and get insights about advancements in the digital marketing field.

Advanced Content Marketing

The Advanced Content Marketing Program trains learners in the principles and techniques of content marketing. Prepared by leading influencers and thought leaders, the course offers avenues for deep expertise building in planning, executing, and monitoring content marketing strategy. The course covers all areas of content marketing, including SMM, event marketing, content strategy, and more. Digital Marketing Specialist Facebook Master Session Attend online interactive masterclasses from Facebook and get insights about advancements in the digital marketing field.

Advanced Website Conversion Rate Optimization

Master the skills that enable you to consistently increase landing page conversion rates on microsites and websites with Simplilearn's Conversion Rate Optimization course. You will learn about the various aspects of conversion optimization and how to analyze website traffic so you can design campaigns that can capture visitors' attention.

HubSpot Email Marketing Certification Training

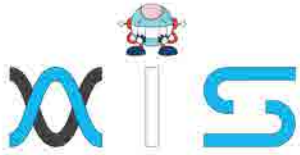
The HubSpot Email Marketing Certification Training will guide you on how to plan an email marketing strategy and how to work on the HubSpot's email marketing tools. This will prepare you to build an email marketing strategy and trust with your contacts.

The Advanced Mobile Marketing Program

The Advanced Mobile Marketing Program is designed to transform learners into industry-ready mobile marketers with skills in mobile advertising, responsive design, mobile analytics, and more. Prepared by leading experts in the field, the course is a great choice for teams of marketing professionals, business development professionals, and entrepreneurs.

Advanced Email Marketing

The Advanced Email Marketing Program is designed to transform learners into email marketing



strategists. Prepared by leading digital marketing experts, the course trains learners in strategizing and executing email campaigns for all purposes, including sales, promotions, business solicitations, brand building, and credibility building.

Harvard Business Publishing Case Studies for Digital Marketing

Learn Digital Marketing concepts with help of real-world case studies authored by HBS professors and other top business school educators. These case studies will help you analyze business situations and different aspects of managerial decision-making to help you solve business problems.

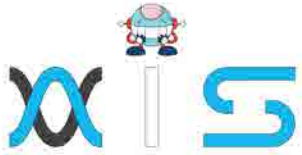
Tools



AdSense
Bitly
Blogspot
Google
Google Webmaster
Keyword IO

Owly
Salesforce
Sitemap XML
Sprout Social
Themeforest
TinyURL

Tweriod
Twitter
Click Funnels
Zoho



Partnership & Certifications

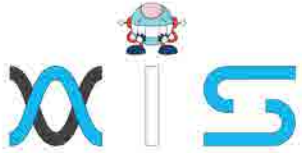


Free Course

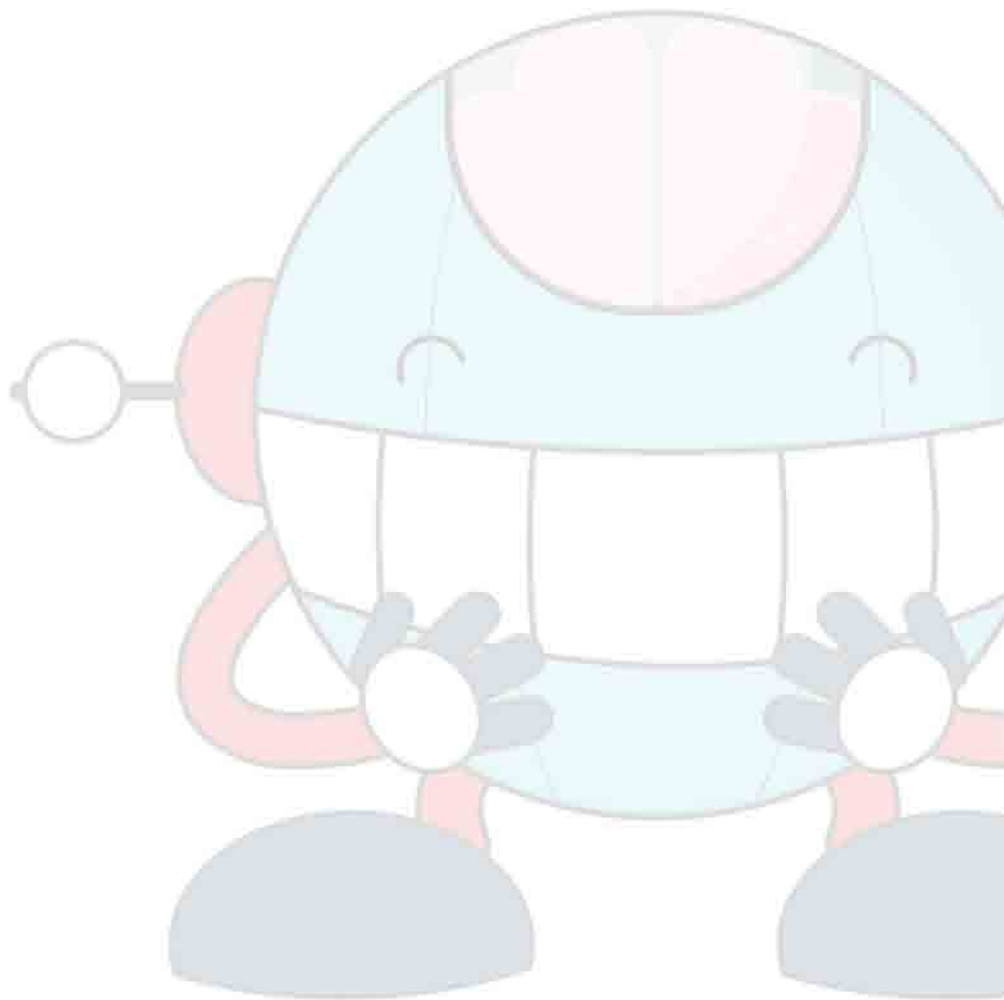


Hootsuite

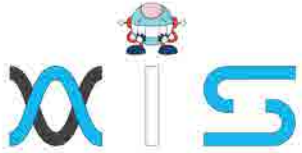
We have added the Hootsuite Platform Training course as complimentary. Once you've completed the Hootsuite Platform Training, you'll be ready to take the exam on the Hootsuite Academy website to become a Hootsuite Certified Professional. As a Simplilearn student, you'll get 50% off on this industry-recognized credential!



Certificates



Upon completion of this Master's Program, you will also receive an industry recognized Master's Certificate from Simplilearn.

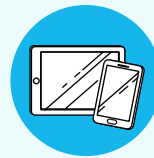


Classroom-Level Immersion: Delivered Digitally

Anywhere
Anytime
Access

Online
Self-Learning

Live,
Interactive
Classes



Online Enrollment and
Access on Web and Mobile



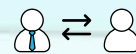
Chapter-end
quizzes



Chapter-end
quizzes



Live virtual
classroom



Live interaction
and mentoring



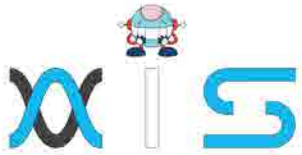
Final Assessment



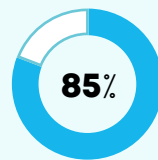
Project Work



Virtual Tabs

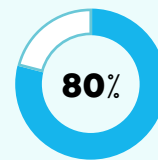


Internal, and External Certification



Course
Completion

+



Score on
Simulation Exam

+



Final Exam & Certification

PeopleCert[®]
All talents, certified.

PM Project
Management
Institute.

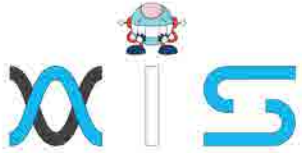
Scrum
Alliance[®]

EXIN

Microsoft

AXELOS
GLOBAL BEST PRACTICE

THE Open GROUP



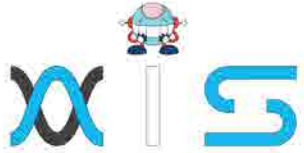
Corporate Training

Top clients we work with:



Features of Corporate Training:

- Tailored learning solutions
- Flexible pricing options
- Enterprise-grade learning management system (LMS)
- Enterprise dashboards for individuals and teams
- 24 x 7 learner assistance and support



AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners



SAS Management, Inc.

Premiere training and consulting services company, SAS Management, Inc. has been in the industry for a decade. SAS Management, inc. focuses on creating value in every learning and consulting experience by providing the best possible output – whether in a virtual classroom setup, e-learning, or face-to-face. SAS Management, Inc. is the leading training and certification provider for ITIL, Project Management Professional, ISO certifications, PRINCE2, SDI Service Desk Analyst and Manager, Agile, and a host of many programs and courses.



Simplilearn

Tagged as the “World’s #1 Online Bootcamp”, Simplilearn provides online education and in-house training for professional certification courses. Founded in 2010, Simplilearn offers more than 100 programs, helping professionals reach their learning potentials needed to work in the digital economy.

Technology Partner



Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

Partners & Affiliates

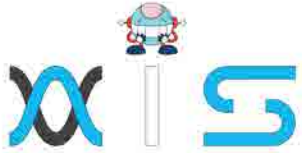


PECB

SDI

Service Desk Institute

EC-COUNCIL



The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

Office Addresses

AI Services

Juan Antonio III Building
315 Maysilo Circle, Mandaluyong

SAS Management, Inc.

- **Head Office**

Unit 1602 Cityland 10 Tower
2 6815 HV dela Costa cor Ayala Avenue
Makati City, Philippines

- **Branch Office**

Unit 204 Villa Building
Jupiter St. corner Makati Avenue
Makati City, Philippines

- **Branch Office**

Room 201 2nd floor OLS Building
443 Gorordo Avenue
Barangay Kamputhaw Cebu - Cebu City

- **Branch Office**

Malaysia - SAS Management
Sdn Bhd 6f-16, IOI Business Park,
Persiaran Puchong Jaya
47170, Selangor

Simplilearn

- **Simplilearn Americas, Inc
Pvt Ltd.**

201 Spear Street, Suite 1100,
San Francisco, CA 94105 United States

- **Simplilearn Solutions
Pte Ltd.**

NALANDA 53/1 C, Manoj Arcade, 24th Main Rd,
Sector 2, HSR Layout, Bengaluru
560102, Karnataka, India.

- **Simplilearn Singapore**

#14-302, The Plaza, 7500A Beach Rd,
Singapore 199591