



# IDM Online Certificates

- Social Media
- Search Marketing
- Email Marketing



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**Call our team today for a free consultation.**

Call us on 0800 279 2996 to find out more about how the IDM Certificates could help your career.

Join today, call  
**0800 279 2996**

# What are the IDM Certificates?

An IDM Certificate is an internationally recognised, in-depth qualification that gives professional marketers a full understanding of a specific digital marketing area.

Each Certificate has been designed by a panel of expert marketing practitioners who understand the latest developments, challenges and opportunities in each field, along with the direct experience of applying the knowledge in real-life marketing programmes.

The Certificate, the equivalent of a QCF level 5 qualification, takes 3 months to complete, during which time you will have access to a comprehensive range of online resources and interactive learning materials. You will be assessed with one individual assignment and two final examinations at the end of your course.

**Cert SocM**

**IDM Certificate in Social Media**

**Cert SM**

**IDM Certificate in Search Marketing**

**Cert EM**

**IDM Certificate in Email Marketing**



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# What does the course fee include?

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Each Certificate program includes the following:

- ➔ IDM membership for the 3 month duration of the course
- ➔ Access to the Virtual Campus, the hub for all your learning
- ➔ Interactive lessons for each module
- ➔ Live class webinars with your course tutor
- ➔ Master classes with industry specialists

## Who studies for the IDM Certificates?

The Certificates have been designed for marketing professionals who want to sharpen their existing knowledge or to develop new skills. Each Certificate provides the learner with a comprehensive understanding of how to plan and implement a campaign, within an integrated marketing strategy.

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The IDM has awarded over 10,000 professional qualifications in over 25 years.

# Why choose the IDM?

Here at the Institute of Direct and Digital Marketing (IDM), we are passionate about sharing the latest skills and knowledge from the industry to equip tomorrow's marketers. We've been training professional marketers for over 25 years and today we have over 30 courses that cover all the important aspects of digital, direct and data marketing.

The IDM benefits from the support of some 200 industry experts, advising us on which courses we should be developing, providing real-life experiences and case studies, tutoring classes and delivering 'masterclasses'.

All of our courses have been rigorously developed to comply with the highest academic standards, which is one of the reasons why the IDM is the only UK government-approved institute for direct, data and digital marketing professionals. The IDM is also an educational trust whose profits go back into the profession by bringing on the next generation of marketers at UK universities.

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# IDM Certificate in Social Media

Cert SocM

## Course outline

Get professionally qualified as a social media expert with the skills and knowledge that will set you apart in this competitive marketing discipline. Holders of the IDM Certificate in Social Media will have the ability and the know-how to create a robust business case for investment, and to set up the necessary organisational structures to confidently direct, manage and implement a social media strategy that delivers measurable ROI.

Introduction to social media

1

Social listening

2

Business case and analytics

3

Content marketing strategy

4

Social media communications strategy

5

Influencer outreach

6

Creating a social business

7

Innovation and social media optimisation

8



# IDM Certificate in Social Media qualifies you to:

- Increase engagement by applying the range of social media marketing techniques and strategies
- Optimise social sharing and amplification through a variety of social media channels (Video, Facebook, Twitter, Blogs, LinkedIn, Google+, Pinterest, etc.) in earned, owned and paid media
- Structure, manage and track engagement strategy through content marketing and social analytics
- Integrate, embed and measure social media marketing across the entire business
- Collaborate and innovate through social media listening
- Track and measure social media campaigns, analyse performance and KPIs and their overall impact on business targets
- Understand how to use social media advertising to amplify your campaigns



“The course is inspiring and informative and demonstrates clearly how social media and content marketing can develop your businesses’ ROI and in brand awareness. It shows it’s worth putting the effort in.”

**Naomi Harper, Business Development Exec, GVA**

## What’s included in the course fee?



# IDM Certificate in Search Marketing

Cert SM

## Course outline

Search marketing is now recognised as a crucial element in today's wider marketing strategy. The IDM Certificate in Search Marketing gives you a comprehensive understanding of the success factors for search marketing and explores the latest advanced optimisation techniques that will improve ROI and increase your value as the search strategy expert within your organisation.

Introduction to  
search marketing

1

Market  
analysis

2

Search targeting  
strategy

3

On-site search  
engine optimisation  
(SEO)

4

Link building and  
social media  
optimisation (SMO)

5

Paid search  
marketing

6

Vertical  
search

7

Search marketing  
management

8

Innovative search  
strategies

9





# IDM Certificate in Search Marketing qualifies you to:

- ➔ Review consumer search behaviour and competitor search activities to create a realistic search targeting strategy
- ➔ Demonstrate an understanding of legislation and codes of practice affecting search marketing
- ➔ Plan tests and interpret analytics data to develop recommendations to improve commercial results from SEM
- ➔ Confidently interpret the latest search ranking in order to improve SEO and Quality Score factors to improve paid search campaign ROI
- ➔ Build and own the integrated search marketing strategy and roadmap within your organisation



“It was a welcoming environment and fantastic tutor/speaker. This is one of the best courses I have been on, I have picked up some invaluable knowledge on the technical aspects of PPC and SEO and how they relate to digital strategy. Thank you!”

**Amy Fowler**, Director, Siren Digital

## What's included in the course fee?



Live class webinars

+



Interactive study

+



Practical skills and real-life case studies

+



IDM Membership

+



=



# IDM Certificate in Email Marketing

Cert EM

## Course outline

The IDM Certificate in Email Marketing (Cert EM) will give you a comprehensive understanding of email marketing best practice and will give you the confidence to plan, create, manage and evaluate email campaigns.

The syllabus is designed and delivered by leading email marketing experts who will share their real-world experience to help you get the most from the technology, delivery methods, creativity and customer insight that is essential for successful results-driven email marketing.



# IDM Certificate in Email Marketing qualifies you to:

- Adopt the best practices regarding trust, reassurance and legalities
- Build effective and profitable online customer relationships
- Implement advanced techniques of segmentation and automation
- Track and analyse performance to optimise campaigns
- Plan, design and A/B test email copy to maximise ROI



“This is an informative, professionally delivered course, which is interesting and thought provoking. For anyone looking to stimulate and supplement their current experience or to build upon their knowledge of email marketing, this course is highly recommended.”

**Simone Peacock, Managing Director, iChilli Ltd**

## What's included in the course fee?



Live class webinars

+



Interactive study

+



Practical skills and real-life case studies

+



IDM Membership

+



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# Do you have what it takes?

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## Students will be expected to:

- Commit to an average of 10 hours per week over the 3 month period
- Attend regular live classes online
- Participate with other students in the forums
- Submit one mandatory assignment
- Sit two 1-hour exams

## Entry requirements

The IDM Certificates are level 5 academic qualifications\*. There are no formal entry requirements for enrolment on an IDM Certificate programme, but it would be beneficial to have some marketing experience and a good command of spoken and written English.

Call our course advisors now to find out how an IDM Certificate could help you advance your career

\*QCF Equivalent

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# Payment options

## Payment options for self-funders

We know that it can be a big investment when you're paying for your own course so we have developed a range of flexible payment plans to help spread the cost of your studies.

## Employer funded places

The IDM Certificates are well established and respected marketing qualifications and your employer may want to invest in you by paying your course fees.

It can be very efficient for your company to pay, since they can offset the costs of VAT, Corporation Tax, National Insurance and Income Tax. We can help you create a business case to present to your employer.

Please call our team and they can talk you through the process and provide you with the business case template.

## Corporate Packages

We work with a number of large organisations to deliver training in digital marketing.

If you'd be interested in buying multiple places for your employees and getting a bulk discount then please call our business team on 0800 279 2996.

## Promotions

We occasionally have special offers or promotions available, please call our advisors to discuss.

Call our team now to discuss the details and find out which payment plan might be right for you.

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[www.idm-online.com](http://www.idm-online.com)

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