



DIGITAL
MARKETING
INSTITUTE

Professional Diploma

In Social Media Marketing
Online/Distance Option

www.digitalmarketinginstitute.com

admin@digitalmarketinginstitute.com

+353 (0)1 531 1200



Table of Contents

WELCOME	4
1. INTRODUCTION TO SOCIAL MEDIA MARKETING	6
2. CONTENT CREATION	14
3. CONTENT OUTREACH	20
4. FACEBOOK	26
5. TWITTER	32
6. LINKEDIN	38
7. GOOGLE+	45
8. YOUTUBE	51
9. FUTURE TRENDS	58
10. STRATEGY AND PLANNING	64



DIGITAL
MARKETING
INSTITUTE

Welcome

Welcome

Welcome to the Digital Marketing Institute and thank you for choosing to take this course.

The Professional Diploma in Social Media Marketing has been created and delivered by industry professionals with a deep technical expertise and passion for Social Media Marketing.

To complete certification, students on this course are required to complete a series of computer-based examinations. You will find support documents and guidelines at the bottom of the course page on the class network.

I would like to take this opportunity to personally wish you the very best success on this course. The Digital Marketing Institute looks forward to working with you and seeing your progress over the coming weeks and months.

Yours sincerely



Anthony Quigley
Director
Digital Marketing Institute
www.digitalmarketinginstitute.com

General Information

Objectives

The Professional Diploma in Social Media Marketing is suitable for individuals who are responsible for the planning, execution or measurement of social media marketing campaigns: social media marketing specialists, mobile advertising executives, or anyone who would like to pursue a career or enhance their marketing knowledge base in this area.

The course is suitable for participants with any level of skill or experience, and will prepare them to engage specifically with social media marketing within the overall marketing domain.

Through dynamic lectures, case studies and class exercises, participants will be exposed to the latest methods, techniques and tools for improving their organization's social media marketing and brand-building efforts.

The Digital Marketing Institute's panel of Subject Matter Experts has specifically structured the syllabus to focus on current trends and best practices in Social Media Marketing. As well as producing innovative and creative Social Media strategies, participants will also learn how to leverage these strategies to gain competitive advantage for both their business and their career.

Course Code

You will be advised of the reference code we use for your course – please use this in all communication with our office as it will help us to locate your details quickly and respond to your query in a timely manner.

Computer-based Examinations

Exam Information

To complete certification a computer-based exam must be successfully passed after the completion of your final lecture. The Professional Diploma in Social Media Marketing computer exam is based on three formal tests measuring the candidate's knowledge and competency of the modules established within the formal diploma scheme. You will be provided with an exam guidelines document - please make sure to read this as it contains all the information you will require around the exam description, pass grades and exam procedures.

Sitting the Exam

Examination for this program takes place through the Pearson VUE global network of test centers. Students will receive an email notification from Pearson VUE regarding their exam which will direct them to the DMI section of the Pearson VUE website. They can then select and schedule their examination date at the test center location of their choice.

The exam must be taken within 6 months of the date when you first access the course online.



DIGITAL
MARKETING
INSTITUTE

Introduction to Social Media Marketing

Student Guide

Syllabus Version 1.0

Introduction to Social Media Marketing

What is Social Media Marketing?

Definition: *Social media marketing is the process of gaining website traffic or attention through social media sites.*

Effective Social Media Marketing is helping organizations generate new revenue streams based on a range of exciting new social media channels and also helping develop brand awareness.

Topics included in Introduction to Social Media Marketing:

- Content Creation
- Content Outreach
- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Future Trends
- Strategy and Planning

In comparison with traditional marketing methods, social media marketing offers very realistic cost advantages, as well as geographically relevant audience targeting and excellent reporting and analysis.

Learning Goals and Outcomes

Course Overview: *Introduction to Social Media Marketing*

The **Introduction to Social Media Marketing** module introduces the foundational aspects of Social Media Marketing and covers areas including Content Creation, Content Outreach, Facebook, Twitter and other key social media platforms, as well as Future Trends and campaign planning and management.

In this Module, the Course Lecturer will also refer to the principles and processes, as well as the tools and techniques that underpin the Professional Diploma in Social Media Marketing, and use effective illustrations and relevant, practical examples throughout to bring the concepts and ideas to life.

Topics covered within the Introduction to Social Media Marketing Module include:

- Key Concepts of Mobile Marketing
- DMI Principles and Framework
- Content Creation
- Content Outreach
- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Future Trends
- Strategy and Planning
- Laws and Guidelines

Module Goals: *Introduction to Social Media Marketing*

The Introduction to Social Media Marketing Module enables participants to harness the power and reach of social media as a core driver of the marketing strategy for their organization.

Participants will understand the foundation principles of social media marketing. Participants will learn how communication tactics can be applied in order to develop an integrated and effective overall social media marketing approach which complements the organizations broader business goals.

Participants will also appreciate the value of ongoing monitoring and analysis as a way of managing and evaluating their social media marketing efforts and budgetary spend. Participants will also be aware of relevant laws and guidelines that pertain to the different aspects of using social media for business.

DMI Method: Digital Marketing Institute (DMI) Professional Diploma in Social Media Marketing (PDSMM) is built on the DMI methodology for social media marketing which consists of:

- DMI 3i Principles
- DMI Framework
- DMI Tools
- The DMI Principles are the foundation tenets of the DMI Method for social Media marketing.
- The DMI Framework is the visual scheme used to describe the social media marketing channels and provides the basis for implementation.
- The DMI Tools are the application of relevant digital channels to achieve the business goal.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on Introduction to Social Media Marketing you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

Content Marketing	Any marketing that involves the creation and sharing of media, and publishing content with the aim of engaging and acquiring customers.
Content Creation	The act of crafting engaging digital content for distribution to target audiences as part of an overall social media marketing strategy.
Content Outreach	The act of gaining the attention of target audiences by ensuring your digital content is directly visible to them.
Content Seeding	Spreading content across multiple online and digital platforms. Rather than placing the content in these places, a link back to the content in its original location is used.
Content Promotion	The process of gaining exposure for marketing content through a combination of social media, link networking and public relations exposure.
Facebook	An online social networking service that connects people with others who work, study and live around them.
Twitter	An online social networking and micro-blogging service that enables users to send and read 140- character messages (along with other media), known as 'Tweets'.
LinkedIn	A B2B-focused social media platform for building and developing professional connections.
Google+	A networking and identity service owned and operated by Google that adds a social layer to Google products
YouTube	A video-sharing social media network and search engine on which users can upload, view and share videos.



DIGITAL
MARKETING
INSTITUTE

Content Creation

Student Guide

Syllabus Version 1.0

Content Creation

What is Content Creation?

Definition: *Content Creation is the act of crafting engaging digital content for distribution to target audiences as part of an overall social media marketing strategy.*

Topics included in Content Creation:

- Content Types
- Content Creation Tools
- Resourcing
- Scheduling
- Content Creation Strategy
- Analytics

Learning Goals and Outcomes

Course Overview: *Content Creation*

This 3-hour course session will teach participants about the significant marketing opportunities afforded by content. The **Content Creation** module enables participants to learn about the various types of content available to marketers, and to appreciate how engaging content functions as part of an active content marketing strategy.

Topics covered within the Content Creation Module include:

- Key Concepts of Content Creation
- Content Types
- Content Creation Tools
- Audience Profiling
- Resourcing Assessment
- Resourcing Allocation
- Scheduling
- Content Creation Strategy
- Analytics
- Laws & Guidelines

Module Goals: *Content Creation*

The **Content Creation** module will introduce the concept of engaging with, and acquiring customers through the creation and sharing of social media content.

Participants will understand the value of social amplification and what makes content shareable within social networks. Participants will learn how to use social listening to monitor the presence and reputation of their product or brand on social media platforms.

Participants will recognize examples of different content types and consider which formats are most suitable for various target audiences. They will understand the characteristics of a successful blog, and how to best use formats such as video, eBooks, infographics, white papers and podcasts to engage with their customers. Participants will learn how to prepare and enhance media content using creation tools like WordPress, Blogger, Tumblr Blurb and YouTube.

The module will explore customer profiling and how audience segmentation data based on geography, platform and demographics can indicate different content types and consumption responses.

Participants will consider the skillset required to resource a content management function and will evaluate the advantages and

disadvantages of developing a resource in-house vs using external agencies.

Participants will learn how to define and implement the essential elements for a content creation strategy including a content calendar, audience targeting, platform selection, social listening and competitor analysis.

Participants will be able to plan budgets, set and measure campaign KPI's and analyze the effectiveness of campaigns by exporting reports using Google Analytics in order to track customer engagement levels such as Click-Through Rates (CTR), open rates, downloads and likes.

Participants will also be aware of relevant laws and guidelines, including privacy and data protection, which pertain to the different aspects of social media marketing.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on Content Creation you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

Social Listening	The process of identifying and evaluating the overall conversation about a company, individual, product or brand on social media platforms.
Blog	A personal website or webpage used by an individual or organization to record opinions, information links to other sites, etc.
Video content	Visually appealing, engaging social media content in video format. This can constitute existing collateral converted to video or original material.
eBook	An electronic version of a printed book which can be read on desktop or a mobile device.
White Paper	An organizational report which outlines opinions or proposals on a given issue.
Podcast	A digital audio file posted online which can be streamed or downloaded. Often available as part of a larger series on a particular theme.
User Generated Content (UGC)	Social content on a website or social media platform that has been created and disseminated by the user of the platform or website.
Keyword Research	The process of defining popular search terms and using them to create relevant content with the intention of enhancing Search Engine Optimization (SEO)
Multi-screening	When a user moves between multiple devices to accomplish a goal.
Content Calendar	A central document used to control the process of creating content across multiple stakeholders.
Content Audit	The process of checking and compiling the content on a website or social media platform for assessment and optimization.



DIGITAL
MARKETING
INSTITUTE

Content Outreach

Student Guide

Syllabus Version 1.0

Content Outreach

What is a Content Outreach?

Definition: *Content Outreach is the act of gaining the attention of target audiences by ensuring your digital content is directly visible to them.*

Topics included in Content Outreach:

- Content Seeding
- Content Promotion
- Audience Profiling
- Content Promotion Strategy
- Influencer Marketing
- Analytics
- Laws & Guidelines

Learning Goals and Outcomes

Course Overview: *Content Outreach*

This 3-hour course session will teach participants about the different options, tools and technologies involved when disseminating content across websites and social networks.

The **Content Outreach** module will enable participants to learn how best to deploy content for social users and which content should be deployed to enhance user engagement and interaction.

Topics covered within the *Content Outreach* Module include:

- Key Concepts of Content Outreach
- Content Promotion
- Audience
- Content Promotion Strategy
- Influencer Marketing
- Word of Mouth Marketing
- Blogging
- Social Bookmarking
- Analytics
- Laws & Guidelines

Module Goals: *Content Outreach*

In the **Content Outreach** module, participants are introduced to the concept of content seeding and how to use content effectively across multiple online platforms with links back to the original material. Examples of strong and weak content seeding will be examined as well as the challenges in implementing an ongoing content seeding cycle.

Participant will learn how to promote content using a combination of media channels, link networking and public relations. They will consider the opportunities for using paid promotion such as sponsored tweets, paid syndication and paid blogger campaigns, as well as how to access earned promotion by publishing appealing, relevant and highly shareable content.

Participants will learn how to use keyword research to define audience motivation and optimize content for search engines and sharing on social networks while also recognizing the role that offline promotion plays in an overall digital content campaign.

Participants will learn to set objectives for a content promotion strategy which addresses the key considerations of budgeting, scheduling, frequency, reach and analytic measurement while taking into account the marketing messages and goals of a wider business plan.

Participants will explore the concept of influencer marketing and will examine examples of strong and weak campaigns. They will also understand the challenges of using Word of Mouth Marketing (WOMM), brand advocates and guest bloggers to promote organic content dissemination and online dialogue.

Participants will learn how to use social bookmarking and recognize its value in seeding and promoting content, facilitating user engagement and offering further insights to potential audience groups.

Participants will learn how to use analytics to measure the reach and engagement levels achieved by their content seeding tactics and be able to use this data to enhance and refine their methodology in subsequent seeding activities.

Participants will also be aware of relevant laws and guidelines, including privacy and data protection, which pertain to the different aspects of social media marketing.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on Content Outreach you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

Content Seeding	Spreading content across multiple online and digital platforms. Rather than placing the content on these places, a link back to the original content source is used.
Content Promotion	The process of gaining exposure for content through the combination of social media, link networking and public relations.
Paid Promotion	Paying for media space, usually ads, to targeted demographic segments.
Owned Promotion	Marketing channels that the content publisher owns and holds full editorial control.
Earned Promotion	Marketing channels owned by third-party users that spread the messages of the content publisher.
Influencer Marketing	The exercise of profiling and marketing towards specific individuals, rather than large, volume-based demographics.
Word of Mouth Marketing (WOMM)	Provoking offline conversations through the organic dissemination of ideas and content on social networks.
Blogger	Someone who writes content for a blog, either their own, or someone else's.
Blogger Outreach	Developing relationships with online bloggers to offer them something of value to their audience with the goal of improving your brand.
Social Bookmarking	The process of clipping web documents, articles and images and tagging them to a public website.



DIGITAL
MARKETING
INSTITUTE

Facebook

Student Guide

Syllabus Version 1.0

Facebook

What is Facebook?

Definition: *An online social networking service that connects people with others who work, study and live around them.*

Topics included in Facebook:

- Facebook Pages
- Facebook Platform Features
- Facebook Social Plugins
- Facebook Ads
- Facebook Advertising Strategy
- Laws & Guidelines

Learning Goals and Outcomes

Course Overview: *Facebook*

This 3-hour **Facebook** module will help participants learn about the key aspects of the platform: what it is, when to use it, how to leverage its tools and features, as well as integrating Facebook into a comprehensive social media marketing strategy.

Topics covered within the Facebook Module include:

- Key Concepts of Facebook
- Setup and Customization
- Facebook Pages & Posts
- Facebook Page Promotion
- Page Management
- Platform Features and Functions
- Facebook Social Plugins
- Facebook Ads
- Facebook Advertising Strategy
- Analytics
- Laws & Guidelines

Module Goals: *Facebook*

This module provides participants with a comprehensive understanding of how **Facebook** operates as a platform for community building, content marketing and brand promotion and how it may be used as part of an overall social media marketing strategy.

Participants will learn how to develop a Facebook Page for their business to share updates and messages with those who “Like” and follow their activities and how this differs from a personal Facebook account. Participants will understand how to customize a Facebook Page using appropriate features and how to use Page Posts as a means of increasing engagement with target audiences.

Participants will consider the options for promoting a page using Page ads, Page Badges and email, and how EdgeRank, and Page Insights are used to rank posts and newsfeeds to maximize audience reach. Participants will learn how to manage and moderate a page, understand which skills are required to resource an active Facebook Page and how to utilize the Pages Manager App to measure visitor traffic.

Participants will be introduced to the many features available to marketers on Facebook including Offers, Events, Apps, Facebook Ticker and Games and how these may be used to share discounts, promote offline events and build active community engagement with current and prospective target audiences.

Participants will learn about the wide range of social media plugins available, how they operate and which plugins may be the most appropriate to meet particular marketing goals.

Participants will understand the different types of Facebook Ads, display options and how advertising on Facebook can be used to leverage demographic and social connection user data. Participants will be aware of the Facebook Ad tools and how these can be used to create ads, manage campaigns and provide ad performance reports.

Participants will learn to plan and deliver the essential components of a Facebook Advertising strategy including KPI measurement, audience segmentation, resourcing, budgeting, content creation and scheduling and ongoing measurement.

Participants will learn how Facebook Insights can be used to generate reports measuring a variety of metrics, and how Google Analytics integrates with social media analytics and other third party tools including Sprout Social and Hootsuite.

Program participants will also be aware of issues relating to Facebook including privacy, data protection, copyright and accessibility.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on Facebook you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

Facebook	An online social networking service that connects people with others who work, study and live around them.
Facebook Page	A public profile specifically designed for businesses to share their stories, updates and marketing messages with people who 'Like' their Page.
EdgeRank	The algorithm developed by Facebook that decides which posts are displayed and how high on the News Feed.
Page Manager App	Measures Page activity including: total Page likes, New Page likes, Post reach and Weekly total reach.
Facebook Offers	A native Facebook mechanism that allows brands to share discounts with audiences via a brand page update.
Facebook Events	A native Facebook mechanism that allows brands to share an offline event for audiences to engage with. For optimal results, brands are able to target specific audience segments.
Facebook Apps	Third-party developed applications built to enhance a user's Facebook experience. They are often installed to individual's personal profiles or within brand pages.
Facebook API	A software environment provided by the social networking service Facebook for third-party developers to create their own applications and services that access data in Facebook.
Facebook Ticker	The real-time unit within Facebook that displays what engagements are being made by an individual's social connections.
Facebook Games	The third-party developed games built to enhance the user's Facebook experience. They are often installed to an individual's personal profile and can be played with friends or the wider Facebook community.
Facebook Insights	The native Facebook reporting tool that business page admins can use to track the success of Facebook marketing campaigns.
Graph Search	The semantic search engine developed by Facebook that allows people to search for people with similar interests and hobbies.
Facebook Social Plugins	Tools that other websites can use to provide people with personalized and social experiences.
Facebook Ads	The native advertising (paid media) platform offered and developed on Facebook.



DIGITAL
MARKETING
INSTITUTE

Twitter

Student Guide

| Syllabus Version 1.0

Twitter

What is Twitter?

Definition: *An online social networking and micro-blogging service that enables users to send and read 140- character messages (along with other media), known as 'Tweets'.*

Topics included in Twitter:

- Key Concepts
- Twitter Profiles
- Twitter Platform Features
- Twitter Social Plugins
- Twitter Ads
- Twitter Advertising Strategy
- Analytics
- Laws & Guidelines

Learning Goals and Outcomes

Course Overview: *Twitter*

This 3-hour **Twitter** module will help participants learn about the key aspects of the platform: what it is, when to use it, how to leverage its tools and features, as well as integrating Twitter into a comprehensive social media marketing strategy.

Topics covered within the Twitter Module include:

- Key Concepts of Twitter
- Twitter Profile Setup & Customization
- Profile Promotion
- Profile Management
- Platform Features & Functions
- Twitter Social Plugins
- Twitter Ads
- Twitter Advertising Strategy
- Analytics
- Laws & Guidelines

Module Goals: *Twitter*

Participants will gain a broad understanding of how Twitter operates and the value it represents for businesses as a marketing and promotional platform, and an integrated part of a social media marketing approach.

Participants will learn how to setup and customize a Twitter account to build a profile for a business, brand, organization or personality including the creation of a relevant and recognizable Twitter handle. Participants will understand how to manage profile updates, or Tweets, in a way that generates engagement with target audiences. They will appreciate the characteristics of an optimized Tweet; being topical, succinct, timely with an explicit purpose or call-to-action.

Participants will learn how to promote a Twitter profile, build a following and target specific demographics, as well as how to monitor and moderate engagements. Participants will understand the importance of Twitter community management and the benefits of building Twitter relationships into the strategy for the business website.

Participants will recognize how and when to use Twitter-specific features like Hashtags (#), Twitter Cards, Trends, Lists and Geo-tagging and the value these features bring to a broader marketing campaign. Participants will learn about the types of Twitter Social Plugins available and how to select appropriate plugins for their organizations.

Participants will learn about advertising on Twitter and how advertisers can use different ad formats to grow a social following for their brand and how to use the Twitter Ads platform and tools to create ads targeted for specific audiences.

Participants will learn to plan and deliver the essential components of a Twitter Ads strategy including objectives, KPI measurement, audience segmentation, resourcing, budgeting, content creation and scheduling and ongoing measurement.

Participants will learn how Twitter Analytics can generate reports to measure a range of metrics, and how Google Analytics integrates with social media analytics and third party tools including Sprout Social and Hootsuite.

Participants will also be aware of issues relating to Twitter including privacy, data protection, copyright and accessibility.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on Twitter you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

Twitter	An online social networking and micro-blogging service that enables users to send and read 140- character messages (along with other media), known as ‘Tweets’.
Twitter Profile	The public presence any individual, brand, organization or celebrity creates in order to communicate and engage across the Twitter platform.
Tweet	A Twitter profile update that can generate engagement with followers and target audiences.
Hashtag	Used to organize keywords or topics within a Tweet.
Twitter Cards	Enable the attachment of media to Tweets that link to your content. Various Card types include: Photo, App, Player and Product.
Direct Messages (DMs)	Private, peer-to-peer messages that can only be seen by the sender and the recipient.
Twitter Lists	Curated lists of Twitter users, organized by specific topics, interested or locations
Twitter API	The platform that allows third-party developers to build software and tools based upon Twitter data and feature sets.
‘Discover’	A method for checking what the most popular conversations are within Twitter. Recognise the difference in global and local trends.
Twitter Trends	A particular subject or conversation topic that is popular around the globe or a specific area. Often trends are dedicated a unique hashtag that ensures exactly what the topic is covering.
Geo-tagging	The act of stamping the location details of where the Tweet was made. This allows people to search for tweets within a given area.
Twitter Timelines:	A chronological list of all the Tweets sent from a Twitter handle.
Twitter Social Plugins	Tools that other websites can use to provide people with personalized and social experiences. When a user interacts with social plugins they can share experiences off Twitter with friends and connections on Twitter.
Twitter Ads	The paid media platform offered and developed on Twitter.



DIGITAL
MARKETING
INSTITUTE

LinkedIn

Student Guide

Syllabus Version 1.0

LinkedIn

What is LinkedIn?

Definition: *A B2B-focused social media platform for building and developing professional connections.*

Topics included in LinkedIn:

- Key Concepts for LinkedIn
- LinkedIn Profiles
- LinkedIn Groups
- LinkedIn Platform Features
- LinkedIn Social Plugins
- LinkedIn Ads
- LinkedIn Advertising Strategy
- Analytics
- Laws & Guidelines

Learning Goals and Outcomes

Course Overview: *LinkedIn*

This 3-hour **LinkedIn** module will help participants learn about the key aspects of the platform: what it is, when to use it, how to leverage its tools and features, as well as integrating LinkedIn into a comprehensive social media marketing strategy.

Topics covered within the LinkedIn Module include:

- LinkedIn Groups
- LinkedIn Promotion
- LinkedIn Page Management
- Platform Features & Functions
- LinkedIn Social Plugins
- LinkedIn Ads
- LinkedIn Advertising Strategy
- Analytics
- Laws & Guidelines

Module Goals: *LinkedIn*

This module provides participants with a comprehensive introduction to how LinkedIn operates as a social media platform for building and developing professional connections and the value LinkedIn can provide as part of an integrated social media marketing strategy.

Participants will learn how to use LinkedIn-specific features to facilitate campaign objectives and recognize the importance of having a unified brand presence across personal and company profiles and LinkedIn groups. Participants will learn how to setup and customize LinkedIn personal profile and appreciate best practice in creating a LinkedIn company page.

Participants will be able to create a LinkedIn group which can promote specific interests or increase brand visibility and understand how to manage updates and moderate discussions within the membership.

Participants will consider how to generate engagement with LinkedIn group members and will recognize the ways in which a company page or LinkedIn group can be promoted using Page ads, promoted stories and invitations to “follow” the page. Participants will also understand how to resource the ongoing management and administration of a LinkedIn page or group.

Participants will learn how to use the many LinkedIn features available to marketers: Premium accounts, “viewed your profile”, Pulse,

Slideshare, Jobs, Education, In-mail and referrals and how these features may be used to achieve campaign goals and objectives.

Participants will learn about the types of LinkedIn social plugins available and which plugins are most appropriate for their organization.

Participants will understand how LinkedIn provides an advertising platform which advertisers can leverage to reach specific demographics and target audiences. They will learn the options available for display ads on LinkedIn and the different Ad types which can be purchased through the LinkedIn Ad tool and subsequently managed, edited and tracked using LinkedIn Ads Manager.

Participants will learn to plan and deliver the essential components of a LinkedIn Advertising strategy including objectives, KPI measurement, audience segmentation, resourcing, budgeting, content creation and scheduling and ongoing measurement.

Participants will learn how LinkedIn Analytics can be used to generate reports measuring a variety of metrics, and how Google Analytics integrates with social media analytics and other third party tools including Sprout Social and Hootsuite.

Participants will also be aware of issues relating to LinkedIn including privacy, data protection, copyright and accessibility.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on LinkedIn you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

LinkedIn	A B2B-focused social media platform for building and developing professional connections.
Personal Profile	A webpage on which a business professional can detail their career history, education, interests, skillsets and any other career-related information.
Company Page	A webpage that any business can set up to help promote their brand, products and services.
LinkedIn Group	A page that supports discussions that are moderated by group owners and managers. Groups also keep their members informed through emails with updates to the group, including most talked about discussions within your professional circles.
Profile Update	Content posted to a profile that generates engagement with fellow network connections.
'Viewed Your Profile'	A feature that allows an individual to see who has been engaging with their personal profile.
LinkedIn Pulse	An algorithm driven content engine that delivers insights and news specifically catered to an individual's networks and industry interests.
LinkedIn Jobs	A paid service where employers can advertise specific available job roles. Be aware that recruiters can use Jobs to find talent for a prospective role.
LinkedIn API	A software environment provided by the social networking service LinkedIn for third-party developers to create their own applications and services that access data in LinkedIn.
LinkedIn Education	Offers tools for students, alumni, schools and employers to connect via specific educational organizations.
InMail	Only available to premium members, InMails allow members to send private emails to fellow professionals without the need of an introduction, contact information or connection.
'Get Introduced'	A feature which allows a LinkedIn member to contact 2 nd and 3 rd degree connections within their network through a mutual connection.
LinkedIn Social Plugins	Tools which allow people to engage and share their experiences off LinkedIn with their social audience on LinkedIn.



LinkedIn Ads	The native advertising (paid media) platform offered and developed by LinkedIn.
---------------------	---



DIGITAL
MARKETING
INSTITUTE

Google+

Student Guide

Syllabus Version 1.0

Google+

What is Google+?

Definition: *A networking and identity service owned and operated by Google that adds a social layer to Google products.*

Topics included in Google+:

- Key Concepts of Google+
- Google+ Pages
- Google+ Platform Features
- Google+ Social Plugins
- Google+ Advertising Strategy
- Analytics

Learning Goals and Outcomes

Course Overview: *Google+*

This 3-hour **Google+** module will help participants learn about the key aspects of the platform: what it is, when to use it, how to leverage its tools and features, as well as integrating Google+ into a comprehensive social media marketing strategy.

Topics covered within the Google+ Module include:

- Key Concepts of Google+
- Google+ Page Setup & Customization
- Google+ Promotion
- Google+ Page Management
- SEO Integration
- Google+ Social Plugins
- Google+ Advertising Strategy
- Analytics
- Laws & Guidelines

Module Goals: *Google+*

The **Google+** module gives participants an introduction to this social networking service from Google and how it may be used within a mix of channels as part of a social media marketing strategy.

Participants will learn how to use Google+-specific features to facilitate campaign objectives and recognize the importance of having a unified brand presence across their Google+ Business page and Community group.

Participants will learn how to setup and customize a Google+ personal profile and appreciate best practice in creating a Google+ brand page to share their business updates and stories.

Participants will learn about and create a Google+ Community group for either a public or private community and learn how it may be used to facilitate topic discussions, share content or establish industry expertise.

Participants will learn how to use personal profiles to generate engagement with Google+ Community members and will recognize the ways in which a company page or Google+ Community can be promoted using Page ads, and inviting friends to '+1' the page, or connect via email.

Participants will also understand how to resource the ongoing management and administration of a Google+ personal Profile, Brand page or Community group.

Participants will be introduced to the many Google+ specific features available to marketers including Hashtags, Circles, Hangouts What's Hot, Events and Local and how these may be used to share updates, communicate via chat, photo and video sharing, promote offline events, post reviews and advertise physical business locations.

Participants will recognize the relationship between Google+ and ranking on Google search engine result pages (SERPs) as an important aspect of Search Engine Optimization (SEO).

Participants will learn about the types of Google+ social plugins available and which plugins are most appropriate for their organization.

Participants will learn to plan and implement essential components of a Google+ Advertising strategy including objectives, KPI measurement, audience segmentation, resourcing, budgeting, content creation and scheduling and ongoing measurement.

Participants will learn how Google Analytics can be used to generate social reports measuring a variety of metrics including Pageviews, average Time on Site, Pages/Visits and how Google Analytics integrates with social media analytics and other third party tools including Sprout Social and Hootsuite.

Participants will also be aware of issues relating to Google+ including privacy, data protection, copyright and accessibility.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on Google+ you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

Google+ Profile	Specifically designed for individuals to share their stories, updates and marketing messages to people who have added them to their Circles.
Google+ Brand Page	Specifically designed for businesses to share their stories, updates and marketing messages to people who '+1'd' their Page.
Google+ Community Group	Enables people with similar interests can partake in discussion and share content, answers, jobs, make connections and establish themselves as industry experts.
Hashtag	A word or a phrase (without spaces) preceded by the # symbol that helps people find and join conversations about a particular topic. Clicking on a hashtag will show related content.
Circles	Let you group people together based on how you think of them in real life and share and receive updates selectively.
Hangouts	Chat and video functionality that allows individuals and businesses to communicate with each other. Hangouts bring conversation to life with the sharing of emoji, live video, photos and group calls.
'What's Hot' Page	Highlights and shows user selected content that is interesting, and appropriate. The user can add a comment, +1 the post, or re-share it with circles that might also appreciate it.
Google+ Events	A native Google+ feature that allows brands to share information on an offline event for audiences to engage with.
Google+ Local	A native Google+ feature that allows businesses to advertise their physical locations (integrated with Google Maps). Users can review and share with friends locations they have visited.
Google+ Social Plugins	Tools that other websites can use to provide people with personalized and social experiences. When a user interacts with social plugins they can share experiences off Google+ with friends and connections on Google+.



DIGITAL
MARKETING
INSTITUTE

YouTube

Student Guide

Syllabus Version 1.0

YouTube

What is YouTube?

Definition: *A video-sharing social media network and search engine on which users can upload, view and share videos.*

Topics included in YouTube:

- Key Concepts of YouTube
- YouTube Channels
- YouTube Platform Features
- YouTube Social Plugins
- YouTube Ads
- YouTube Advertising Strategy
- Analytics
- Laws & Guidelines

Learning Goals and Outcomes

Course Overview: *YouTube*

This 3-hour **YouTube** module will help participants learn about the key aspects of the platform: what it is, when to use it, how to leverage its tools and features, as well as integrating YouTube into a comprehensive social media marketing strategy.

Topics covered within the YouTube Module include:

- Key Concepts of YouTube
- YouTube Channel Customization
- Channel Updates
- Channel Management
- Platform Features & Functions
- Google Integration
- YouTube Social Plugins
- YouTube Ads
- YouTube Advertising Strategy
- Analytics
- Laws & Guidelines

Module Goals: *YouTube*

The YouTube module provides participants with a comprehensive understanding of how YouTube operates as a video-sharing social network and search engine, and how it may be used as part of a broader marketing narrative.

Participants will learn how to set up a YouTube Channel for their business, how to upload and correctly describe video content and how strategically crafted videos can promote brand identity and generate valuable engagement with target audiences.

Participants will consider the methods of promoting a YouTube Channel using subscriber mail, video call-to-actions (CTA's) and inviting subscribers to the channel. Participants will also understand the concept of embedding YouTube videos on the company web-site and engaging with third-party websites to embed brand content across their websites.

Participants will understand how to manage a YouTube Channel using YouTube Video Manager and use enhancement features to improve their video content. Participants will also learn how to track sentiment ratings using video replies, comments, votes and shares.

Participants will be introduced to the many YouTube-specific features available to marketers including History, playlists, subscriptions annotations video replies, API, voting, Watch It Later and YouTube Live

and how these may be used effectively to build active engagement with current and prospective target audiences.

Participants will also learn how to optimize video content for the Google search engine and how keyword research can assist video content campaigns to rank successfully within the search engine results pages (SERP).

Participants will learn about the wide range of YouTube social media plugins available, how they operate to enhance customer engagement and which plugins may be the most appropriate to meet particular marketing goals.

Participants will consider YouTube as an advertising platform and recognize the value of building a social following on YouTube in terms of increasing site traffic, lead generation and brand engagement. Participants will learn about the different ad types available through the YouTube Self-Serve Ad tool and learn how to use the YouTube Ads Manager tool to manage, edit and track an advertising campaign.

Participants will learn to plan and deliver the essential components of a paid YouTube strategy including KPI measurement, audience segmentation, resourcing, budgeting, content creation and scheduling and ongoing measurement.

Participants will learn how YouTube Analytics can be used to generate reports measuring a variety of metrics including video views, minutes watched subscribers, comments, shares and how Google Analytics integrates with YouTube Analytics and other third party tools including Hootsuite, ChannelMeter and SocialBakers.

Participants will also be aware of issues relating to YouTube including privacy, data protection, copyright and accessibility.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on YouTube you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

YouTube Channel	The home page for a YouTube account. It shows the account name, the account type, the public videos they've uploaded, and any user information they've entered.
Embedded Videos	Website managers can place YouTube video content directly onto their websites.
YouTube Video Manager	The YouTube native editing tool that allows for the mass and micro management of uploaded video to any specified YouTube Channel.
YouTube 'history'	A feature that allows users to view what previous video content they have engaged with. Only available to users who are logged in.
YouTube playlists	Allow users to group together videos to watch in a single session or in a specific order. Playlists can be optimized and directly linked to.
YouTube subscriptions	Registered users are able to follow particular channels and are notified when a new video is uploaded or new updates made by the channel admins.
Annotations	In-video pop-up messages that are added by the admin or users of the community to highlight a particular point within the video content. Annotations can point to an external URL, YouTube Channel or other YouTube video.
Video replies	Members of the YouTube community can reply to an uploaded video by uploading another video. These are found under the main video content.
YouTube API	A software environment provided by the social networking service YouTube for third-party developers to create their own applications and services that access data in YouTube.
Voting	A general community rating system that helps first time visitors know how good a video is. Videos can be 'liked' or 'disliked'.
'Watch It Later'	A feature which allows signed-in members to save a video for later viewing from a third-party website (via embedded views), including mobile devices.
YouTube Live	Allows user to live-stream offline events to channel subscribers, and offers an innovative way to engage with brand fans.
Universal Search	Uploaded video within YouTube appears within Google Search Engine Results Pages.



YouTube Social Plugins	Tools that other websites can use to provide people with personalized and social experiences. When a user interacts with social plugins they can share experiences off YouTube with friends and connections on YouTube.
-------------------------------	---



DIGITAL
MARKETING
INSTITUTE

Future Trends

Student Guide

Syllabus Version 1.0

Future Trends

What are Future Trends?

Definition: *Key trends for social media marketing and new, emerging platforms and practices.*

Topics included in Future Trends:

- Instagram
- Pinterest
- Tumblr
- Messaging Apps
- Short Form Video
- Automated Marketing

Learning Goals and Outcomes

Course Overview: *Future Trends*

This 3-hour **Future Trends** module is concerned with how the innovations within social media marketing tools and technologies will facilitate the enhancement of brand, product and service marketing messages and how they are disseminated across a social media marketing strategy.

Topics covered within the Future Trends Module include:

- Instagram Setup & Sharing
- Pinterest Setup & Sharing
- Messaging Apps
- Short Form Video
- Automated Marketing
- Content Marketing Funnel
- Tools & Reporting
- Laws & Guidelines

Module Goals: *Future Trends*

In this **Future Trends** module, participants will explore new and emerging social media platforms and practices, and understand the importance of adopting a social media strategy which can extend beyond the current main platforms and incorporate new trends.

Participants will recognize that brands that adopt new platforms early may gain an advantage on their competition and benefit from the growth in social commerce.

The module will focus on emerging social media platforms and discuss how these may be integrated into a wider social media marketing strategy.

Participants will learn how Instagram may be used as an online photo and video sharing social network service. They will setup an Instagram account, add and customize its content and configure privacy settings.

Participants will link the Instagram account to other social network accounts such as: Twitter, Facebook, Tumblr, and Flickr to share content, use the explore feature to follow fellow users and learn how to apply digital filters, photo/video descriptions and hashtags. Participants will also consider the importance of Instagram specific KPI's such as likes, comments, posts and followers.

Participants will examine Pinterest and learn how it allows users to create and manage themed photo collections and share them with

fellow users. They will consider how it can add value as part of an overall social media marketing strategy.

Participants will setup a Pinterest account, add and customize its content and configure privacy settings and define a plan to engage with target audiences.

Participants will learn about the micro-blogging social network, Tumblr, and how it allows users to take pictures or videos, upload copy content to share across a variety of social networking services. Participants will also recognize the importance of Tumblr specific KPI's; reblogs, followers and note-to-post ratio.

Participants will explore the concept of automated marketing; using specially developed IT platforms to automatically process such tasks as customer segmentation, customer data integration (CDI) and content delivery. Participants will learn about segmenting customer traffic and the delivery of tailored purchase-intended content from one of three categories accordingly to the likelihood of conversion: bottom of the funnel (BOFU) content which is designed for leads ready to purchase, Middle of the funnel (MOFU) content aimed at leads who are in the research phase of purchase and top of the funnel (TOFU) content designed to be helpful and start the initial lead generation process.

Participants will consider the benefits of evaluating user journeys and go as across a business website and learn how to track customer activities using automated marketing reporting tools: Hubspot, Marketo and Act-on.

Exercises and Resources

Short practical exercises or discussions may be used throughout the lecture series to reinforce points of learning.

You can also supplement your lectures with online resources. For the most up to date information on Future Trends you may refer to the following:

Social Media Examiner	<i>http://www.socialmediaexaminer.com</i>
Word of Mouth Marketing Association (WOMMA)	<i>http://www.womma.org</i>
Mashable	<i>http://www.mashable.com</i>
SmartBlog on Social Media	<i>http://www.smartblogs.com/social-media/</i>
All Facebook	<i>http://www.allfacebook.com</i>
Twitter Blog	<i>http://www.blog.twitter.com</i>
LinkedIn Blog	<i>http://www.blog.linkedin.com</i>

Glossary of Terms

Instagram	An online photo and video-sharing social networking service that enables users to take pictures and videos and share them on a variety of social networking services
Pinterest	A pinboard-style photo-sharing social network that allows users to create, manage and share themed photo collections.
Tumblr	An online micro-blogging social network service that enables users to create content, upload pictures and videos and share them on a variety of social networking services.
Messaging App	Application software which is developed and designed to run on smartphones, tablets and other mobile devices, and includes communication tools and interactive tools.
Short Form Video	Video clips that are usually between 30 seconds and 3 minutes in length.
Automated Marketing	Using specially developed IT platforms to automatically process functions such as customer segmentation, customer data integration (CDI) and content delivery.
Bottom of the Funnel (BOFU) Content	Content designed for potential customers who are ready to make a purchase.
Middle of the Funnel (MOFU) Content	Content designed for potential customers who are in the research phase of purchase.
Top of the Funnel (TOFU) Content	Content designed for initially engaging potential customers.



DIGITAL
MARKETING
INSTITUTE

Strategy and Planning

Student Guide

| Syllabus Version 1.0

Strategy and Planning

What is Strategy and Planning?

Social Media Marketing is changing the agenda in marketing departments and the **Strategy and Planning** module helps address the complexities of planning, buying for and executing on social media marketing campaigns that integrate traditional marketing with a range of social media marketing campaign activities including: content creation, seeding and promotion, as well as the use of key social media platforms.

In the Strategy and Planning module participants learn how to use the most suitable social media marketing channels to achieve the maximum impact. Participants will know how to cost and resource their plans appropriately, and how to set and align business objectives, with firm implementation plans and well-considered tactical solutions.

Learning Goals and Outcomes

Course Overview: *Strategy and Planning*

This 3-hour course **Strategy and Planning** module provides a structured approach for participants, bringing together all strands of the Professional Diploma in Social Media Marketing, to create a well-considered, coherent Social Media Marketing Plan.

Topics covered within the Strategy and Planning Module include:

- DMI Social Media Marketing Plan
- Situation Analysis
- Information Gathering
- Audience
- Objectives
- Social Media Channels
- Action Plan
- Budget
- Measurement
- Iteration and Management

Module Goals: *Strategy and Planning*

The Strategy and Planning Module provides a structured approach for participants, bringing together all the strands of the Professional Diploma in Social Media Marketing course, to create a coherent Social Media Marketing Plan which ensures that social media is developed across all departments of the business and is built into every business operation.

The Strategy and Planning Module is based on the Digital Marketing Institute (DMI) Methodology, which incorporates a 9-step process based on three distinct parts.

Part 1 includes a situation analysis exercise, a formal information gathering process, and an audience definition exercise.

Part 2 builds on the information gathered in Part 1 to help develop a set of clear and meaningful objectives for the Social Media Marketing Plan. Appropriate tools are selected on the basis of the anticipated audience(s), and objectives and budget are set based on the channels detailed within the Digital Marketing Institute (DMI) Framework. An action plan is developed to provide a coherent project structure, including milestones, deliverables and resources.

Part 3 of the DMI Methodology emphasizes the importance of an iterative process of monitoring, analysis and enhancement based on the performance of digital marketing activities and campaigns.

The Strategy and Planning Module provides participants with the skills to create a formal Social Media Marketing Plan for their organization, a plan that will allow participants to implement a successful and effective digital marketing strategy.

DMI Method: Digital Marketing Institute (DMI) Professional Diploma in Digital Marketing is built on the DMI methodology for digital marketing, (please refer to Module 1).