

Recommended Lessons

8 subject areas and **22 lessons**, split into easy to grasp topics and delivered as 30 minute interactive video lessons.

To prepare you for the exam for the OMCA™ Certification for Digital Marketers, we recommend the following course. Lessons have been grouped under the 8 online marketing disciplines that are considered core to the OMCA™ Certification and determine the content of the exam.

Content Marketing



Content Marketing

▶ 3 Lessons

- Lesson 1 ▶ What is Content Marketing?
- Lesson 2 ▶ Tools, Resources & Strategic Considerations
- Lesson 3 ▶ Building a Content Marketing Plan



Social Media

▶ 3 Lessons

- Lesson 1 ▶ Brands on Social Media
- Lesson 2 ▶ Your Social Media Presence
- Lesson 3 ▶ Creating Your Social Media Strategy



Online Video Marketing

▶ 3 Lessons

- Lesson 1 ▶ Online Video Strategy
- Lesson 2 ▶ Creating Video Content
- Lesson 3 ▶ Video Advertising & Measurement



Digital Ad Formats

▶ 1 Lesson

Conversion Rate Optimization



Digital Marketing Strategy

▶ 3 Lessons

- Lesson 1 ▶ An introduction to strategy and planning
- Lesson 2 ▶ The A/B/C Framework
- Lesson 3 ▶ Budgets and Agency Briefs



eCommerce Strategy

▶ 3 Lessons

- Lesson 1 ▶ Defining Your Business
- Lesson 2 ▶ Customer Experience & Marketing
- Lesson 3 ▶ Analytics & Optimisation



Performance Marketing

▶ 2 Lessons

- Lesson 1 ▶ Introducing Performance Marketing
- Lesson 2 ▶ Attribution Modelling
- Lesson 3 ▶ Performance Marketing in Perspective



UX

▶ 3 Lessons

Email Marketing



Email Marketing

▶ 2 Lessons

- Lesson 1 ▶ Getting Subscribers, Avoiding Spam
- Lesson 2 ▶ Building an Email Campaign



eCommerce Strategy

▶ 3 Lessons

- Lesson 1 ▶ Defining Your Business
- Lesson 2 ▶ Customer Experience & Marketing
- Lesson 3 ▶ Analytics & Optimisation



CRM

▶ 2 Lessons

- Lesson 1 ▶ Strategy, Software & Systems
- Lesson 2 ▶ Acquiring & Retaining Customers

Continued →

Recommended Lessons (continued)

Mobile Marketing



Mobile Marketing

▶ 2 Lessons

Lesson 1 ▶ Social, Location, Payments & Integration
Lesson 2 ▶ Mobile Creative, Programmatic & Tracking



SEO for Mobile

▶ 1 Lesson

Paid Search (PPC)



Introduction to SEM

▶ 1 Lesson



Programmatic

▶ 2 Lessons

Lesson 1 ▶ Tech Components
Lesson 2 ▶ Human Impact & Key Themes



Performance Marketing

▶ 2 Lessons

Lesson 1 ▶ Introducing Performance Marketing
Lesson 2 ▶ Attribution Modelling
Lesson 3 ▶ Performance Marketing in Perspective

Search Engine Optimization (SEO)



SEO Strategy

▶ 1 Lesson



Off Site SEO

▶ 1 Lesson



SEO for eCommerce

▶ 1 Lesson



On Site SEO

▶ 1 Lesson



SEO for Mobile

▶ 1 Lesson

Social Media Marketing



Social Media

▶ 3 Lessons

Lesson 1 ▶ Brands on Social Media
Lesson 2 ▶ Your Social Media Presence
Lesson 3 ▶ Creating Your Social Media Strategy

Digital Analytics



Big Data (refresh)

▶ 3 Lessons

Lesson 1 ▶ What Is Big Data?
Lesson 2 ▶ How Do Big Data Projects Work?
Lesson 3 ▶ Making Big Data Work for You



Digital Measurement

▶ 2 Lessons

Lesson 1 ▶ Planning & Optimisation
Lesson 2 ▶ Campaign Analysis




Web Analytics

▶ 3 Lessons

Lesson 1 ▶ Planning & Set-Up
Lesson 2 ▶ Data Presentation & Reports
Lesson 3 ▶ Testing & Optimisation

Content Marketing



 3 Lessons
Lesson 1 23 min
Lesson 2 18 min
Lesson 3 24 min

Learn about

In a digital landscape in which consumers are increasingly turning away from traditional advertising, content marketing isn't just a new marketing tactic or tool. It's a powerful new way for you to think about, and act upon, your relationships with your customers. In these lessons, we dive into what content marketing is and how it's being used, the tools and resources needed to deliver a successful content marketing program, and the key steps you need to take to build out an effective content marketing plan.

By the end of these three lessons you will understand:

- ✓ What content marketing is and how brands are using it
- ✓ The tools, resources and strategic considerations necessary for delivering a content marketing program
- ✓ The key steps involved in building a content marketing plan

Lesson Overview

Lesson 1: What is Content Marketing?

An introduction to content marketing, from what it is and how real brands are using it, to the key issues to be aware of.

In this lesson you will learn:

- ✓ What content marketing is, and how it differs from traditional marketing
- ✓ The quantitative and qualitative benefits of content marketing
- ✓ How real brands are using content marketing
- ✓ The issues that can come alongside content marketing

Lesson 2: Tools, Resources & Strategic Considerations

An overview of the tools, resources and strategic considerations necessary for building a successful content plan.

In this lesson you will learn:

- ✓ The roles 'owned', 'earned' and 'paid' media can play within your content marketing plan
- ✓ The resources your content marketing plan will need to draw on
- ✓ The questions you should ask yourself and your organisation before developing a content marketing plan

Continued →

Content Marketing (continued)



Lesson 3: Building a Content Marketing Plan

From developing customer persona models to tracking results, this lesson provides a step-by-step guide to building out an effective content marketing plan.

In this lesson you will learn:

- ✓ How to create effective customer persona and journey models
- ✓ How to conduct an audit of your existing content and audience assets
- ✓ The key steps involved in creating and publishing content

Online Video Marketing



3 Lessons

Lesson 1 28 min

Lesson 2 28 min

Lesson 3 29 min

Learn about

The use of online video as a tool for marketing and advertising can come with huge benefits, however it can be hard to know what makes for effective video content, and especially what will work best for both your business and your audience. In these lessons, we'll uncover the key elements that underpin a successful online video marketing campaign: forming a coherent and detailed strategy, choosing the appropriate content and video formats, utilising online video advertising effectively, and measuring the success of your efforts.

By the end of these three lessons you will understand:

- ✓ The key elements involved in an online video strategy
- ✓ How best to approach the creation and distribution of video content
- ✓ The issues currently affecting the online video advertising landscape
- ✓ How to measure the success of your online video marketing campaigns

Lesson Overview

Lesson 1: Online Video Strategy

An overview of how online video fits into the marketing mix, and the key elements that inform an effective online video marketing strategy.

In this lesson you will learn:

- ✓ About the role video plays within today's customer journey
- ✓ How to select the most appropriate goals and KPIs for your online video strategy
- ✓ Which online video platforms are available to marketers

Lesson 2: Creating Video Content

An explanation of the practical considerations that go into filming, editing and distributing different types of video content.

In this lesson you will learn:

- ✓ Which different types of content are well-suited to video marketing
- ✓ About innovations in online video formats
- ✓ How to go about creating effective video content

Continued →

Online Video Marketing (continued)



Lesson 3: Video Advertising & Measurement

An examination of the online video advertising marketplace, the opportunities available, and a guide to measuring the success of your online video.

In this lesson you will learn:

- ✓ What video ad formats are available
- ✓ The current issues affecting the online video advertising marketplace
- ✓ How to choose the most effective KPIs for your video efforts

Social Media



3 Lessons

Lesson 1 28 min

Lesson 2 31 min

Lesson 3 25 min



Learn about

The definition of 'social media' is evolving, from simple back-and-forth conversations to today's live, interactive and shared experiences. Social media can be a volatile and unpredictable place, but, with the right understanding of the challenges and opportunities, and how to create an appropriate strategy, the potential rewards for businesses are huge. Understanding that the true value of social media lies in person-to-person sharing of content, and how you can gain exposure within these conversations, is the key to success. In these lessons, we guide you through the components of a social media strategy that aligns with your wider business goals, connects with your desired audience across platforms, mitigates against potential risks, and delivers measurable success far beyond simply tracking likes and followers.

By the end of these three lessons you will understand:

- ✓ How businesses and brands go about achieving exposure on social media
- ✓ The opportunities within the social media landscape (the major players and platforms)
- ✓ How to go about creating a social strategy that successfully aligns with your business goals



Lesson Overview

Lesson 1: Brands on Social Media

An introduction to how brands operate on social media today and the different opportunities, themes and issues that exist.

In this lesson you will learn:

- ✓ That the true value of social media is found in person-to-person sharing
- ✓ The various ways that businesses and brands can achieve exposure through social media
- ✓ What the key themes and issues are today, including privacy and measurement

Continued →

Social Media (continued)



Lesson 2: Your Social Media Presence

An overview of new developments within social, and an examination of the content and sharing opportunities found across the major social platforms.

In this lesson you will learn:

- ✓ How social is evolving from simple conversation to live, shared experiences and storytelling
- ✓ Who the key players are in the social media market, and how their platforms differ
- ✓ What's to consider in ensuring your content and presence is consistent across platforms

Lesson 3: Creating Your Social Media Strategy

A guide to creating a social media strategy that aligns with your business goals, minimises potential risks and delivers measurable success.

In this lesson you will learn:

- ✓ How to create appropriate goals for your social media activity, relating to your wider goals
- ✓ Which social (and other) metrics will be best suited to demonstrate campaign success
- ✓ How to give your social media content the best chance of reaching your desired audience

Digital Ad Formats



▶ 1 Lesson

Lesson 1 33 min



Learn about

When it comes to digital ad formats, there's no shortage of available options to choose from – so how do you ensure you're using the right ones for your goals? Covering differences between desktop and mobile, this lesson explores the range of display, video, social and audio ad formats available online, and how they lend themselves to different goals. We also take you through how data signals are captured, processed, and used in creating advertising that delivers the right message, to the right person, at the right time.



Lesson Overview

In this lesson you will learn:

- ✓ Recognise how different ad formats lend themselves to achieving different goals, and how these two factors influence how you measure success
- ✓ Identify the display, video, audio and social ad formats available across mobile and desktop, their uses and their relationship to your goals
- ✓ Understand how data signals are collected and used
- ✓ Understand how dynamic creative optimisation allows marketers to tailor ads to a consumer, and how to build assets for this process

Digital Marketing Strategy



3 Lessons

Lesson 1	26 min
Lesson 2	28 min
Lesson 3	23 min

Learn about

Strategy and planning is essential for running successful marketing campaigns. Without a strategy, businesses run the risk of expending unnecessary resources, missing opportunities and being overtaken by the competition. These lessons take you through the process of building and implementing an effective digital marketing strategy, from mapping out goals and KPIs, to allocating your budget. We also cover the A/B/C framework (Acquisition, Behaviour and Conversion), to help determine which channels are best for each.

By the end of these three lessons you will understand:

- ✓ The fundamentals of building a strategy and the importance of understanding an increasingly complex customer journey
- ✓ The A/B/C framework for planning a digital strategy (Acquisition, Behaviour and Conversion)
- ✓ How to budget and brief an agency on your campaign

Lesson Overview

Lesson 1: An introduction to strategy and planning

A look at the basics of building a holistic strategy, and how to set goals and KPIs for a campaign.

In this lesson you will learn:

- ✓ The importance of a holistic marketing strategy
- ✓ How to conduct a situational analysis and what to consider when setting goals and objectives
- ✓ The impact of a complex customer journey on marketing practices

Lesson 2: The A/B/C Framework

A look at which channels should be considered for acquisition, behaviour and conversion.

In this lesson you will learn:

- ✓ How to use channels to fulfil your short and long-term acquisition goals
- ✓ The ways in which you can control and encourage certain customer behaviours
- ✓ Some of the issues that might affect whether customers convert

Continued →

Digital Marketing Strategy (continued)



Lesson 3: Budgets and Agency Briefs

Understanding the key considerations for implementing a digital marketing campaign.

In this lesson you will learn:

- ✓ What to consider when creating a budget
- ✓ How to write a brief for an agency, and what to include
- ✓ How to measure success, and the implications of the data you collect

eCommerce Strategy



▶ 3 Lessons	
Lesson 1	25 min
Lesson 2	26 min
Lesson 3	22 min



Learn about

Having transformed shopping patterns and behaviours around the world, customer demand for eCommerce is ever growing, and so, if your business sells products - regardless of what they are, or who you're selling them to - the importance of doing so from an online presence is increasing rapidly. In this set of lessons, we'll guide you through creating and maintaining your very own eCommerce strategy, helping you to define your business model, set the most effective goals and KPIs for your business, and understand what's expected from a successful site and effective customer service. You'll also learn how to ensure that your various marketing efforts are promoting your products and bringing in plenty of high quality traffic, how to go about monitoring and measuring your progress using analytics and, of course, that you're testing and optimising outcomes along the way.

By the end of these lessons you will understand:

- ✓ How your business should be defined and what practical considerations you need to make to run it.
- ✓ What an effective and user friendly site looks like and how to drive traffic to it.
- ✓ How analytics tools can be implemented to measure your success, and how you can optimise accordingly.



Lesson Overview

Lesson 1: Defining Your Business

A guide to defining your eCommerce business, and some of the practical considerations that need to be made to run it.

In this lesson you will learn:

- ✓ How to research markets and competitors
- ✓ How to create effective eCommerce goals for your business
- ✓ About the pricing, payment, delivery and returns considerations that need to be made when running an eCommerce business
- ✓ Whether working with a marketplace is right for your business

Lesson 2: Customer Experience & Marketing

In this lesson, we'll take a look at how your customers experience your site, and how to drive traffic towards it.

In this lesson you will learn:

- ✓ What an effective and user-friendly site looks like
- ✓ How you can use marketing to drive traffic to your site

Continued →

eCommerce Strategy (continued)



Lesson 3: Analytics & Optimisation

An exploration of how to implement analytics tools to evaluate your results and optimise accordingly.

In this lesson you will learn:

- ✓ How to make the most of your analytics tools
- ✓ How measuring recency, frequency, and monetary value can help you to segment customers and engage them effectively
- ✓ How you can optimise for conversions on your site

Performance Marketing



3 Lessons

Lesson 1 20 min

Lesson 2 23 min

Lesson 3 24 min



Learn about

Since its birth, advertising has suffered from a major shortcoming concerning accountability. In these lessons, we'll be taking a close look at a discipline that attempts to overcome this accountability problem, known as 'performance marketing'. Put simply, performance marketing aims to ensure that channels are attributed with the effectiveness they deserve and that you invest in the best media mix possible to not only drive sales - or other conversions - but also overall business return. We'll begin by exploring what performance marketing actually is, how it's commonly used, and also take a close look at how a performance marketing campaign should be approached properly.

In these lessons you will learn:

- ✓ What performance marketing actually is, and how it can be used to benefit businesses
- ✓ How performance channels work together to chaperone customers through the customer journey
- ✓ About the importance of customer behaviour change, and attribution modelling's inability to recognise it
- ✓ How to use econometrics and other measurement techniques alongside attribution modelling to best understand media effectiveness



Lesson Overview

Lesson 1: Introducing Performance Marketing

An exploration of what performance marketing is, and what it isn't, debunking common misconceptions and recognising the positive impact it can have across the customer journey.

In this lesson you will learn:

- ✓ How performance marketing differs from brand marketing
- ✓ How to avoid your marketing tactics being considered as spam
- ✓ How performance marketing can benefit businesses, and what channels are commonly used
- ✓ How performance channels work together to chaperone the customer through the customer journey
- ✓ developing a content marketing plan

Continued →

Performance Marketing (continued)



Lesson 2: Attribution Modelling

A close look at attribution models and their ability to measure media effectiveness accurately.

In this lesson you will learn:

- ✓ About the commonly used metrics for quantifying media effectiveness
- ✓ How attribution models work to track and credit sales to digital channels
- ✓ The importance of customer behaviour change, and attribution modelling's inability to recognise it
- ✓ The other limitations that prevent attribution modelling from accurately reporting media effectiveness

Lesson 3: Performance Marketing in Perspective

An exploration additional measurement solutions that can be used alongside attribution models to help provide a more holistic account of how media is performing.

In this lesson you will learn:

- ✓ Learn about how econometrics works to provide insight
- ✓ Compare the pros and cons of econometrics and digital attribution
- ✓ Explore how to take an incremental approach to building a performance marketing strategy
- ✓ Understand the roles that econometrics, digital attribution, automation, and human sense should play in your perspective of media effectiveness

Email Marketing



2 Lessons

Lesson 1 28 min

Lesson 2 28 min



Learn about

Email marketing can be a great, cost-effective way of sharing your marketing messages with the people who are most interested in hearing from you. These lessons explain how to build a winning email marketing strategy, starting with the collection and management of subscriber data and how to avoid regulatory issues when it comes to using this. We also explore the issues posed by spam email and how you can avoid your messages ending up in the junk folder. Then we take you through the individual stages of planning and executing an email campaign, including how to optimise your activity according to your goals.

By the end of these two lessons you will understand:

- ✓ Deliverability, how it relates to spam and the reasons emails are marked as spam
- ✓ The different forms of subscriber consent and the related laws
- ✓ How to plan, create, test and optimise different areas of your email strategy



Lesson Overview

Lesson 1: Getting Subscribers, Avoiding Spam

A guide to finding and keeping subscribers, and making sure you don't fall foul of spam filters and regulations.

In this lesson you will learn:

- ✓ How to encourage users to subscribe to your mailing list
- ✓ What Email Service Providers are and what they do
- ✓ The regulations and requirements surrounding email marketing

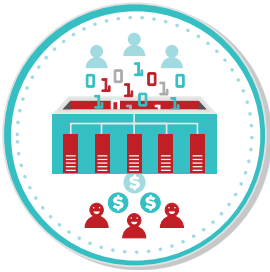
Lesson 2: Building an Email Campaign

A look at how to plan, create, measure and optimise your email marketing activity.

In this lesson you will learn:

- ✓ How to identify and define the goals of your email marketing activity
- ✓ How to create email copy that drives users to complete your desired action
- ✓ Which metrics relate best to your email marketing goals

CRM



2 Lessons

Lesson 1 24 min

Lesson 2 28 min



Learn about

Customer Relationship Management

CRM isn't just about buying and implementing software and systems; all good CRM activity starts with a solid strategy, which will inform your choice of tool. CRM plays a role at all stages of the consumer journey, from initial awareness to retaining a repeat customer, so we look at how CRM helps companies acquire and nurture leads, and how to score them to identify how likely they are to convert. We then consider methods of obtaining and retaining customer loyalty, and how your CRM system is instrumental in keeping track of all the interactions you have with a customer. Finally, we consider how to check your CRM system is working as it should, and some troubleshooting tips if you discover it's not.

By the end of these two lessons you will understand:

- ✓ The vital components of a CRM strategy and how to effectively plan a CRM strategy
- ✓ The role that lead scoring plays in identifying and prioritising valuable consumers and the benefits of customer loyalty



Lesson Overview

Lesson 1: Strategy, Software & Systems

CRM is as much about developing a solid strategy as it is choosing the right tools for the job, so in this lesson we'll show you how to do both.

In this lesson you will learn:

- ✓ How CRM fits in with the consumer journey and contributes towards a single view of the customer
- ✓ How capabilities vary across CRM tools and which ones are best suited to different goals

Lesson 2: Acquiring & Retaining Customers

Exploring how CRM helps you acquire and retain customers, and how to measure and quantify the impact of CRM for your business.

In this lesson you will learn:

- ✓ To recognise the benefits of customer loyalty and how to apply a monetary value to this
- ✓ How to check your CRM activity is working as it should, and what you can do if it isn't

Mobile Marketing



2 Lessons

Lesson 1 33 min

Lesson 2 31 min



Learn about

An introduction to the world of mobile marketing, exploring key innovations in location-based advertising, mobile payments and the role of mobile devices in the wider connected world. Build your knowledge of how mobile's endless connectivity is creating completely new opportunities and challenges for marketers.

By the end of these two lessons you will understand:

- ✓ How various mobile technologies are bridging the digital and physical worlds
- ✓ The different ways mobile connectivity is driving more relevant and personalised brand experiences
- ✓ The main creative, trading and tracking aspects that come into play for integrating mobile into a cross-platform media mix



Lesson Overview

Lesson 1: Social, Location, Payments & Integration

Learn about the role of mobile devices in a wider connected world, and why planning mobile into campaigns means thinking beyond the device itself.

In this lesson you will learn:

- ✓ Why location technologies enable mobile devices to bridge the on and offline worlds
- ✓ How mobile payment solutions have become key ways of delivering unique consumer experiences
- ✓ How mobile can integrate effectively with other media channels and the 'Internet of Things'

Lesson 2: Mobile Creative, Programmatic & Tracking

Learn about the main creative, trading and tracking aspects that come into play for integrating mobile into a cross-platform media mix.

In this lesson you will learn:

- ✓ How mobile advertising has developed from a creative perspective
- ✓ The impact of programmatic technology on the trading dynamics of mobile advertising
- ✓ The challenges of tracking a single user's journey across devices and why alternative solutions to the cookie are necessary

SEO for Mobile



▶ 1 Lesson

Lesson 1 26 min

💡 Learn about

It can almost go without saying that mobile's presence is ever-growing, but how does this impact upon search engine optimisation? And how can you ensure you're reaching prospective customers, whether they're on desktop or on mobile? In this lesson, we begin by outlining Google's "mobile-first" approach to indexing websites, before exploring the differences in mobile and desktop search behaviour. We then uncover the practical elements that go into optimising your mobile site and content, including prioritising usability and researching mobile-specific keywords. Finally, we turn to some key new developments within mobile search, including voice search, Accelerative Mobile Pages and Progressive Web Apps.

Learn about mobile search behaviour, the practical steps that can be taken to optimise your mobile site and content, and the new developments affecting SEO for mobile.

📄 Lesson Overview

In this lesson you will learn:

- ✓ How search behaviour differs between desktop and mobile
- ✓ About the key elements to consider when optimising a site and content for mobile search
- ✓ The key new developments affecting mobile search

Introduction to SEM



▶ **1 Lesson**

Lesson 1 34 min



Learn about

Search Engine Marketing

Searching for information online has become second nature to us all. Anytime, anywhere, on any device. Every business, big or small, needs to understand how search engine marketing works – it provides a vital source of traffic and potential leads from actively engaged consumers. Learn why search is a game of two halves for marketers, and why the paid and natural parts of a search engine results page should be considered together when thinking about your website and content distribution. This lesson provides a solid overview and sets the foundations for lessons that dive deeper into the specifics of paid search (PPC) and SEO (search engine optimisation) techniques.

Learn how paid search and search engine optimisation techniques work together and how site analytics can provide valuable insight to help you focus and prioritise your efforts.

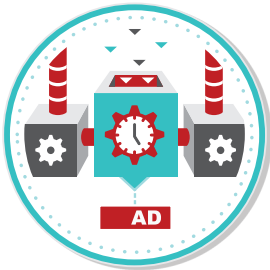


Lesson Overview

In this lesson you will learn:

- ✓ Why search engines are so important to the web, and how they work
- ✓ About the difference between paid and natural search, and how search engine optimisation fits in
- ✓ About the importance of keywords, metadata and setting up analytics on your site

Programmatic



 **2 Lessons**

Lesson 1 32 min

Lesson 2 32 min

Learn about

With all its acronyms, tech components and market players, the world of programmatic can sometimes seem too vast to get your head around. These lessons will break programmatic down into its basic elements, showing you how the trading process works and what each piece of technology is used for. It's important not to overlook the human impact of programmatic, so we also look at how programmatic has affected the way media agencies, media owners and advertisers work, including how their structures have changed and the skillsets you now need to thrive in these companies.

By the end of these two lessons you will understand:

- ✓ The technological components used in programmatic trading and what each one does
- ✓ The different devices, platforms and media types compatible with programmatic trading
- ✓ The influence programmatic has had on organisation structures and job roles across agencies, media owners and advertisers
- ✓ Concerns around ad fraud, brand safety and transparency, and how to reduce risk

Lesson Overview

Lesson 1: Tech Components

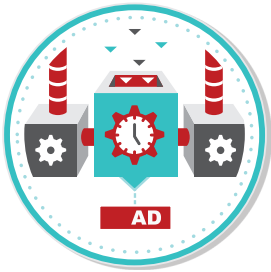
Learn about the fundamentals of programmatic trading and how programmatic has improved the efficiency and accuracy of advertising online.

In this lesson you will learn:

- ✓ How data is used in programmatic trading
- ✓ What header bidding is and why it's used
- ✓ Which devices, platforms and media types are compatible with programmatic trading

Continued →

Programmatic (continued)



Lesson 2: Human Impact & Key Themes

Learn about how programmatic has revolutionised the media agency, media owner and advertiser landscapes, and how they handle themes like data sharing, brand safety and fraud.

In this lesson you will learn:

- ✓ How agency, media owner and advertisers' company structures have changed since the arrival of programmatic
- ✓ The value of first party data in programmatic and why media owners sometimes choose to sell this
- ✓ About important themes and concerns within programmatic, and how to avoid fraud and improve brand safety how data is turned into audiences to be bought and sold, and the role of Data Management Platforms (DMP)
- ✓ The differences between the various programmatic trading models

SEO Strategy



 **1 Lesson**

Lesson 1 29 min

Learn about

Despite advances in other digital marketing channels, organic search remains one of the most popular ways for visitors to discover you. But without an effective strategy in place, your SEO efforts may well be in vain. In this lesson, we begin by exploring exactly what organic search is and how it works. We then turn to the key elements that go into creating an effective SEO strategy, including choosing well-defined goals and focused KPIs. Finally, we discuss how best to go about achieving your desired SEO outcomes – from selecting the most appropriate keywords, to the tactics you should avoid.

Lesson Overview

In this lesson you will learn:

- ✓ How organic search works
- ✓ How to choose effective SEO goals and KPIs
- ✓ How best to go about achieving your goals

On Site SEO



 **1 Lesson**

Lesson 1 29 min

Learn about

Appearing at the top of search engines' results pages is crucial in attracting interested visitors to your site; but how do you get there? This lesson explores the actions you can take on your site to make your content easier for search engines to find, interpret and index. We explain how to build a site structure that helps visitors and search engines alike understand how pages on your site relate to one another, how to help search engines understand which pages to prioritise for indexing and how to write copy that proves your content is relevant to your keywords.

Lesson Overview

In this lesson you will learn:

- ✓ To recognise the different kinds of site hierarchy and their impacts for SEO
- ✓ How to build an effective sitemap
- ✓ How to use tags on your site and how they relate to your appearance in search results
- ✓ How to write body copy optimised for both search crawlers and visitors

Off Site SEO



1 Lesson

Lesson 1 30 min



Learn about

When it comes to a holistic approach to search engine optimisation, it's not enough to only optimise your website and individual pages. You should also consider 'off site SEO': the factors that can impact your site's search ranking but which are external to your site. In this lesson, we begin by exploring one of the most significant factors in off site SEO – 'backlinks' – from the types of backlink, to how their relative value is determined. We then turn to the methods you should use to research and prioritise potential backlinking opportunities; before discussing the importance of managing poor quality links, and the risks of using 'black hat' techniques.



Lesson Overview

In this lesson you will learn:

- ✓ The importance of backlinks to successful SEO
- ✓ The methods that should be used to research and acquire high quality links
- ✓ Why you should avoid poor quality links and 'black hat' tactics

SEO for eCommerce



1 Lesson

Lesson 1 31 min

Learn about

When it comes to selling your products online, you need to give customers the best chance of finding you and your products, rather than your competitors. In this lesson, we begin by taking you through how best to conduct keyword research for eCommerce sites and product pages. We then turn to the key elements that go into optimising both the structure and the content of your eCommerce site, before giving an overview of why and how you should include a link building strategy.

Learn how you can increase the visibility of your eCommerce site by conducting keyword research, optimising its structure and content, and forming a link building strategy.


Lesson Overview

In this lesson you will learn:

- ✓ How to conduct keyword research for eCommerce sites, both for homepages and individual product pages
- ✓ The key elements that go into optimising the structure and content of eCommerce sites
- ✓ Why and how you should form a link-building strategy when optimising eCommerce sites

Big Data



 3 Lessons	
Lesson 1	21 min
Lesson 2	22 min
Lesson 3	22 min

Learn about

‘Big Data’ presents so many opportunities for businesses, and the range of insights available through data analysis today is almost endless. If understood and approached correctly, a focused and coherent strategy can help predict the future growth of your business. Defining what ‘Big Data’ is, and examining its variety of applications should urge you to consider ways in which these opportunities could be exploited for your own business.

The lessons will examine the origins of Big Data; the technologies that underpin and enable big data projects; as well as exploring how different departments, such as HR, operations, accounting and marketing are already employing big data to their advantage - recognising patterns, informing actions and helping to change the fortunes of their business.

By the end of these three lessons you will understand:

- ✓ What ‘Big Data’ is and how it’s being utilised across organisations today
- ✓ How to approach the planning and execution of big data projects
- ✓ How to construct a successful business case for your intended efforts

Lesson Overview

Lesson 1: What Is Big Data?

An examination of what big data is, how it’s come about and the challenges and opportunities it presents for businesses today.

In this lesson you will learn:

- ✓ What the ‘origins’ of big data are, and how it’s best understood
- ✓ The ways in which big data is being effectively put to use today
- ✓ The major themes and challenges involved in working with big data

Lesson 2: How Do Big Data Projects Work?

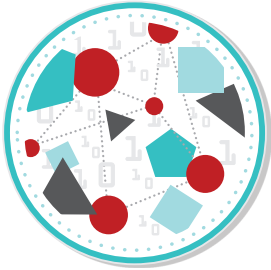
Here, we outline a straightforward roadmap that can be applied to any big data project to ensure successful planning, execution and output.

In this lesson you will learn:

- ✓ The processes involved in running a big data project successfully
- ✓ How data is collected, processed, analysed and applied
- ✓ How to define the scope of, and assess risks involved in, big data projects

Continued →

Big Data (continued)



Lesson 3: Making Big Data Work for You

An examination of the ways big data is put to use across different organisations, and guidelines on how to construct a business case for your own projects.

In this lesson you will learn:

- ✓ The range of applications for data projects across different departments
- ✓ How to construct a business case for working with big data
- ✓ The decisions and resources required before choosing a vendor partner

Web Analytics



3 Lessons

Lesson 1 31 min

Lesson 2 30 min

Lesson 3 20 min



Learn about

Whatever your business is doing online, there are always ways to improve the performance of your activity. Web analytics is used to help businesses get a clear idea of what's going on around their site and other digital activity, helping them to identify areas that are underperforming and work out what to do. These lessons show you to how analytics tools actually collect their data, and the best starting points for planning your analytics strategy. We look at the different reporting areas within analytics tools, and give you some pointers for what to look at. Then we move on to talk about presenting your data, explaining useful structures for reporting. We end by exploring testing and optimisation, including how to formulate a meaningful hypothesis and how you'll know when it's been proven or disproven.

By the end of these three lessons you will understand:

- ✓ The basic aspects of implementing analytics technology for your own site or activity
- ✓ How to access data in your analytics tool and create effective reports
- ✓ How to use your data to make recommendations for change



Lesson Overview

Lesson 1: Planning & Set-Up

Learn about the fundamentals of web analytics: how to determine your goals and objectives, and what you'll need to do to get started.

In this lesson you will learn:

- ✓ How to apply the terminology associated with web analytics
- ✓ How objectives, goals and KPIs differ, and how to choose the right ones for you

Lesson 2: Data Presentation & Reports

Learn about data presentation in analytics: where you'll find information within your tool's reporting structure, and how to translate that into actionable insights for your team.

In this lesson you will learn:

- ✓ To navigate the central reporting areas in most analytics tools, and where to find data on which metrics
- ✓ How to create an effective report or dashboard

Continued →

Web Analytics (continued)



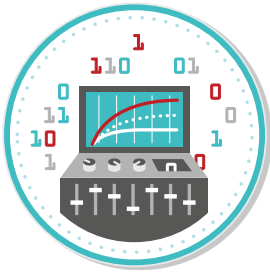
Lesson 3: Testing & Optimisation

Learn about testing and optimisation: using your data to formulate hypotheses, carrying out experiments and gathering data from other sources to build up a more rounded picture of your performance online.

In this lesson you will learn:

- ✓ How to formulate a hypothesis based on your analytics data
- ✓ About different forms of testing and the strengths and weaknesses of each

Digital Measurement



2 Lessons

Lesson 1 21 min

Lesson 2 23 min

Learn about

Digital campaigns provide huge quantities of data, but knowing what data to look for, how to collect it and what to do with it, can be a challenge. These lessons take you through the role of measurement in all stages of a digital marketing campaign – from identifying your audience and buying media, to optimising your campaign in real time and using your learnings going forward. We'll also explore some of the areas which might affect your data, such as accountability, viewability and ad fraud. Then we discuss social listening, and how you can use it to understand what consumers really think of your brand.

By the end of these two lessons you will understand:

- ✓ How to use data and measurement to inform your marketing decisions
- ✓ The impact that live optimisation can have on campaign success
- ✓ The tools and solutions that can be used as part of an effective measurement strategy

Lesson Overview

Lesson 1: Planning & Optimisation

A look at the role of measurement in pre-campaign planning and live optimisation.

In this lesson you will learn:

- ✓ How to set SMART KPIs that are aligned with your business goals
- ✓ The ways that accountability has affected campaign optimisation
- ✓ What to look out for to ensure your data is accurate and reliable

Lesson 2: Campaign Analysis

A guide to analysing data and learning how best to use it going forward.

In this lesson you will learn:

- ✓ How to interpret and gain insights from your data
- ✓ The various methods of attribution modelling available to marketers
- ✓ How to measure an audience's feelings towards your brand or campaign