2022

OMCP Certification Process for Teams

Digital marketing readiness testing and upskilling to industry standards

Table of contents

Intended audience

This document is for leaders who want to improve or measure the digital marketing skillset of a group.   Readers will find options and best practices related to industry standards and certification for digital marketing.

Measurement	Training	Verification
Industry standard assessments	Online courses	Industry standard certification
Training provider pre-tests or quizzes	Conferences, seminars, lectures	Tool/platform course certificate
In-house assessment	In-house courses (online or on-ground)	Training provider certificate

If you have considered at least one option from any column for a group, this document is for you.

OMCP is an independent certification standard and an industry association that credentials professionals, training institutes, and agencies that adhere to current digital marketing competency standards. Over 900 colleges and training institutes teach to OMCP standards.

2018 OMCP Talent Leadership Winner: Bayer Consumer Health team with Ekaterina Kharitonova (center, holding award)

Measuring digital marketing skills

Solutions for measuring digital marketing skills may be categorized into three useful groups:

Using **pre-tests provided by a training provider** can align well with the vendor course content, ensuring that learners only take needed modules. Managers must ensure that the vendor exams and course content are comprehensive and representative of industry or company standards.

Industry standard assessments measure knowledge of established digital marketing practices and verify digital marketing competencies as set by industry leaders worldwide.

OMCP practice-assessments align with OMCP certification exams and hundreds of approved courses, online, in-house, or on-ground. Those with high scores proceed to the certification exam while approved training is provided where development is needed. Participants have the assurance of working towards a credential that is transferable, and is independent of any vendor or employer.
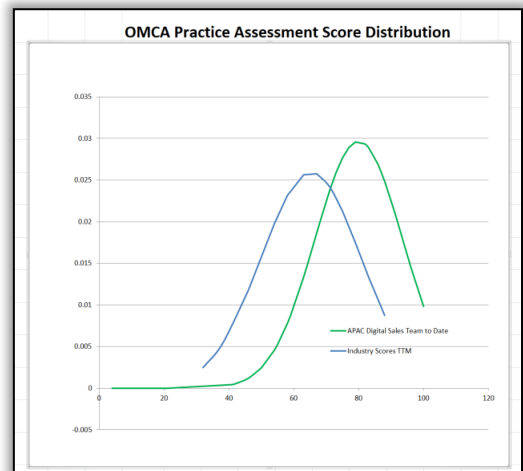
Teams compare score distributions to the industry or divisions within the company.

Using **in-house assessments** allows the manager to customize measurement to internal practices. Best results occur when exam-writing and psychometric skillsets are present, and some adherence to industry standards is observed.

This is a time-intensive exercise. For those who do not have this expertise, OMCP provides industry competency standards to assist with building in-house assessments that comply with industry standards.

Measuring digital marketing skills (benefits)

Managers who measure digital marketing skills using established industry standards report these benefits:

1. **Improved marketing results** when a common understanding of digital is shared among employees, staff, agencies, and outside contractors

2. **Higher participation** in training when staff earn an industry certification

3. **Increased confidence** in the program and in training when courses align with industry-standards

4. **Increased productive hours** (or billable hours) when experts practice more efficiently and/or can test out of training

5. **Longer retention of skilled talent:** Industry certifications are viewed as a valuable, career-building benefit for employees

Procter & Gamble achieved a 94% certification rate, earning the OMCP Talent Leadership Award for 2018

Know how your team compares

Regular readiness testing is a useful way to indicate strengths and areas where supplemental training is needed. Digital marketing skills readiness can be compared by region, team, or to aggregate performance of thousands of professionals worldwide.

OMCP maintains online marketing readiness assessments and provides skills verification reports that align with the OMCP and OMCA standards and map to hundreds of training programs for the following disciplines:

- Social Media Marketing
- Digital Analytics
- Digital Advertising (with PPC)
- Search Engine Optimization (SEO)
- Content Marketing
- Conversion Rate Optimization
- Email Marketing or Marketing Automation
- Mobile Marketing

OMCP standards comprise generally-accepted practices in digital marketing where at least 75% of polled subject matter experts agree that a practice is "generally-accepted" and practiced as such by a majority of reputable professionals.

Scores & Reporting:
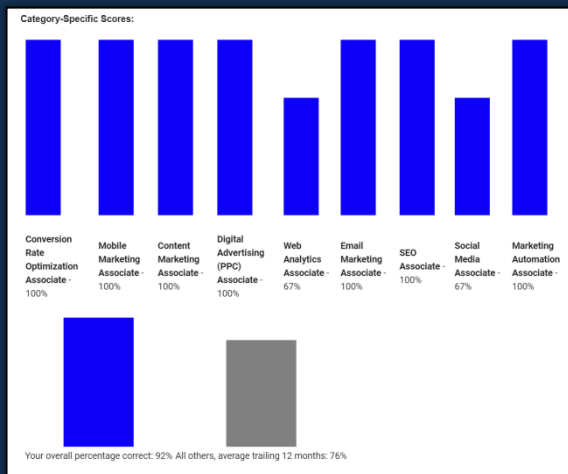
Scores indicate readiness for final exam or supplemental training areas.
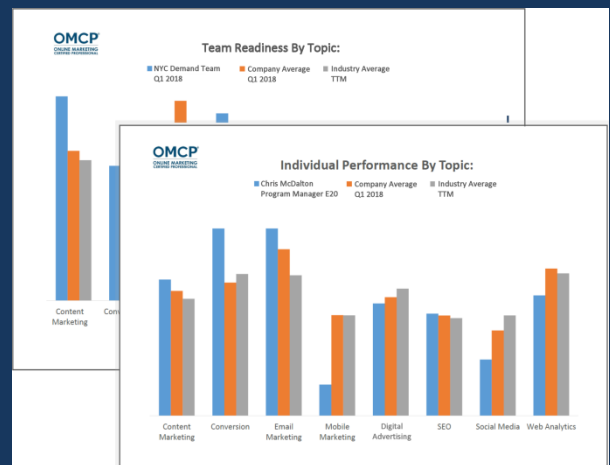
Larger teams can purchase custom reporting that compares readiness by division or by region.

Training for digital marketing skills

Solutions for training for digital marketing skills can be grouped into the following categories. Each is useful and each can count towards OMCP certification or renewal units.

1. Online courses from a training provider

A bewildering array of online courses for digital marketing await talent managers. For online digital marketing courses, establish your selection criteria and consider and compare some of the following factors:

Thorough Coverage
❑ Covers the spectrum of accepted practices for a given discipline
❑ Offers structured curriculum for each required discipline, e.g., SEO, PPC, analytics
❑ Does not leave out key competencies for a given discipline
❑ Offer multiple levels, e.g., conceptual understanding *and* practitioner application
❑ Teaches practices instead of just tips or features

Up-to-Date Practices
❑ Modules updated within the last 12 months
❑ Does not teach old, invalid practices, e.g., buying links
❑ Content by recognized, peer reviewed authority, e.g., top author & repeat keynote
❑ Evaluated and approved by independent industry association, e.g., OMCP

Delivery Systems that Match Your Requirements
❑ Mobile access
❑ Immersive exercises, coaching and/or simulations
❑ Micro-learning or in-depth sessions
❑ Reporting for progress, performance

Over 900 providers teach to OMCP standards--many by licensing accredited curriculum from leading, accredited providers. Courses accredited by OMCP have been evaluated for adherence to the standards, are supported by at least one certified trainer, and are checked yearly for compliance.

Training for digital marketing skills
(continued)

2. Tool/platform vendor courses

Tool/platform vendor courses are often valuable for learning how to use a specific platform such as Adobe Marketing Cloud, Hootsuite, Google Ads, or Facebook Blueprint.
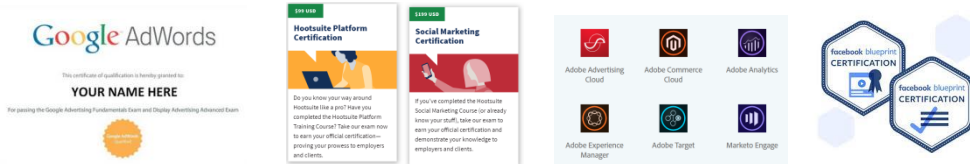
Some may teach generally-accepted practices, but most are tool-specific. Some are 'free', serving as lead-generation for the tool provider.

OMCP recognizes the value of leading tool certifications by awarding Professional Development Units for certification renewal for completion of approved programs. Look for the PDU-Approved symbol to earn credit

OMCP®
PDU-Qualified

Know the Difference:

Newer talent managers sometimes confuse a tool/platform course completion with a marketing certification. Both have value, but serve different purposes:

 A platform course may focus on 'where to click to get a report' (tool level) whereas an platform independent course would focus on OMCP practice standards, e.g., 'how to ensure business goals are supported by useful data.' Both are valuable, but have different uses.

Education required for professional
Practices 2+ disciplines weekly

What is the **required education** for a digital marketing **professional** who implements and practices digital marketing with minimal or no supervision?

No Education	High School (or Secondary) Diploma	2-Year College Degree (e.g., Associate's Degree)	4-Year College Degree (e.g., Bachelor's Degree)	Master's Degree or Higher
6%	12%	13%	65%	5%
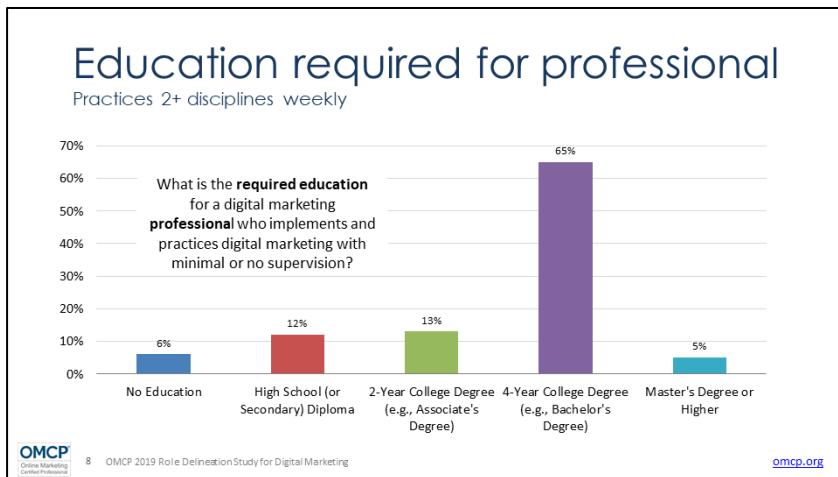
Training for digital marketing skills
(continued)

3. Conferences, seminars or, on-ground lectures

The face-to-face benefits of **conferences, seminars, or on-ground lectures** and coaching can leave a lasting impression. Even when unstructured or in absence of pedagogical teaching, the learning can be inspiring, up to date and authoritative. However, physical attendance can be difficult to scale for team-wide training for larger or global entities. OMCP grants PDU credit for attendance at approved conferences.

OMCP grants PDU credit for attendance at approved conferences.

Many approved training institutes have an option to send an instructor on site for multi-day coaching through exam preparatory curriculum.

A growing number of in-house teams invite trainers to teach multi-day seminars on location. Ensure authority by hiring established authors, reputable practitioners or, even better, use an OMCP-certified trainer where these qualifiers have already been verified.

4. In-house courses

Teams that have the staff to build or curate content for **in-house courses** get the benefit of customized training, specific to company practices. OMCP provides assistance to in-house course developers who intend to acknowledge the standard practices (or variation from it) in internal courses. Course developers can also use OMCP competency standards to ensure complete coverage and/or preparation for OMCP exams.

Training is the new competitive advantage

Now that the market can provide up-to-date digital marketing courses, training has become a competitive advantage for teams and individuals.

90% say at least 40 hours training is required

45% agree 80+ hours training is required

90% of hiring managers report at least 40 hours of training is required for digital marketers. 45% specify that 80+ hours is required.

27% specify that 120+ hours is the minimum for a practicing professional in digital marketing.

OMCP
Online Marketing
Certified Professional

12   OMCP 2019 Role Delineation Study for Digital Marketing

omcp.org

Page   9

Certification requirements

For those who pass required exams and choose to apply for certification, OMCP verifies required education, experience, training, and/or professional development credits as set out by the industry for each candidate. Licensed certificates are issued to qualified candidates at two levels:

OMCA
Online Marketing
Certified Associate

OMCA verifies a conceptual understanding of primary components of five of the top eight digital marketing disciplines. It is perfect for managers or those who must communicate digital requirements or concepts to others.

OMCP
Online Marketing
Certified Professional

OMCP verifies OMCA-level understanding PLUS the knowledge, experience, and education commonly associated with a practitioner performing at least two digital marketing specialties in a minimally-supervised position.

OMCA Tests	OMCP Tests
Conceptual and component-level knowledge of five disciplines	**Professional skills first discipline**
	Professional skills second discipline

Many hiring managers use subsets of OMCA exams for pre-employment testing, or recruit candidates who are already certified to ensure skills are up-to-date.

OMCA Certification Requirements	OMCP Certification Requirements
• A passing score on the OMCA exam and any one of the following: ○ 600 hours experience online marketing and a secondary degree or equivalent (e.g., High School diploma or GED) ○ 4,000 hours marketing experience ○ Proof of completion of an approved course within the six months prior to application	• A passing score on the OMCP exams and any one of the following: ○ A post-secondary degree (e.g. Bachelor's degree or higher) plus 2,000 hours marketing experience. ○ 5,000 hours marketing experience ○ 1,000 hours experience plus completion of an approved course within the six months prior to application

"I see the resumes upfront and note if anyone has **OMCP***, then I ask for phone screens ...in case someone doesn't have it on their resume."* -- Jamie Berger **Dell**

The process for team certification

With an industry standard test as the goal, training is valued and more efficient. The highest-scoring teams follow these three steps to upskill staff and contract service providers:

1 **Practice assessment** indicates readiness for final exam or training. Vouchers for OMCA exam issued for scores over 70%

2 **Certification exam:** A passing score meets the exam requirement for OMCA certification.

3 **Verification:** With verified qualifications, staff earn OMCA status and option to test for OMCP.

Candidates needing training choose from hundreds of training programs, online, on-ground, in-house courses, or company-approved vendors

Two specialty exams

optional

Award-winning GTB Learning & Development Leaders:
Lance Cruz, Britany Levin, Kara Norton use OMCP programs

Treat them like adults

Urging busy professionals through course completion can be a frustrating (and expensive) process. One leader described it as 'herding cats with a wet noodle'.

Use of a standard exam empowers team members to prove readiness through testing or train until ready.   Beyond the time and costs saved, employees earn a career-enhancing certification that is valuable beyond the current placement.

Best practices

Leading marketing teams including those from <u>Bayer</u>, <u>P&G</u>, <u>Mediacom</u>, and <u>GTB</u> have shared best practices in leveling-up digital marketing talent. Here are the six most common:

1 The most successful programs start with at least one highly-visible **executive sponsor** and create a **central budget** for exam vouchers and training.

2 Measure skills through standard tests, not by participation in training

3 All staff and service providers who must communicate marketing concepts are encouraged (or required) to test and certify by a set date.

4 Use **gated entitlement** to save hours and costs.

   ❑ Evangelize the program one month in advance or more
   ❑ Everyone takes the OMCA practice assessment within a two-week period.
   ❑ Training access is available to those who score 69% or lower
   ❑ Exam vouchers are awarded to those who score 70% or higher
   ❑ OMCA-certified are offered continued training and/or voucher for OMCP exams

5 **Celebrate** individuals, teams, and regions that achieve earliest and/or highest certifications. Boost employer reputation by honoring individuals who achieve OMCP status on company social channels. Hold many internal recognition events where sponsoring executives call out leaders by name.

6 **Maintain** readiness by providing annual testing.

2016 OMCP Agency of Excellence
Winner: MEDIACOM's training team with
Emma Johnson

"Have senior management buy-in, have clear stakeholders, have clear communication. Have clear metrics that you're going to measure because, how do you know how well you're doing unless you know what you're measuring against?"
–OMCP Award Winner Emma Johnson, MEDIACOM

Exam procurement & pricing

Access and distribution methods can be customized for each team. OMCP advisors have helped numerous teams in upskilling processes and can share methods that work for teams like yours. Below are some of the most common procurement options and pricing.

OMCA Practice Assessments

Option	Pre-Purchase Access Quantity	Access at Volume Discount
1:	700 OMCA Practice Assessments for companies of 1000 or more employees	Free
2:	One OMCA Practice Assessment Individual Access	$15 each
3:	Unlimited OMCA Practice Assessment Access for one month	$900 each
4:	Unlimited OMCA Practice Assessment Access for one year	$1200 each
5:	Unlimited OMCA Practice Assessment Access for one year	Included with A-F below

OMCA Exam Packs

OMCP Exam Packs

Option	Pre-Purchase Access Quantity	Access at Volume Discount
A:	50-1000 OMCA Standard Vouchers (one exam attempt per person)	$180 each
B:	10-49 OMCA Standard Vouchers (one exam attempt per person)	$200 each
C:	50-1000 OMCA Double Session Vouchers (two attempts per person)	$220 each
D:	1-49 OMCA Double Session Vouchers (two attempts per person)	$290 each
E:	50-1000 OMCP Exam Suite Vouchers (one exam attempt per person)	$270 each
F:	1-49 OMCP Exam Suite Vouchers (one exam attempt per person)	$320 each

"We looked at what was most relevant for our space based on the marketing technology roles and responsibilities. ... we found that OMCA and the organization at OMCP had the industry-leading guidance on how we should be certified in this space." – Katy Moeggenberg, **P&G**

P&G

OMCP standards process

OMCP **standards** are verified through a combination of role delineation studies, polls of hiring managers, committee oversight, and are audited by a wide range of practitioners, author-experts, and educators.

OMCP **competencies** are taught industry-wide at hundreds of universities and institutes, and are not proprietary to any one vendor platform or training vendor. Ratio of priority on each primary competency is set by the most current OMCP role delineation study.

OMCP **exams** are based on competency outcomes, are written by industry leaders, published authors, and are peer-reviewed on a regular basis. Each item must map to a published source and is monitored for psychometric integrity.

For candidates, experience, exam results, entitlement, and education are verified by OMCP staff before **certification** is awarded or renewed.
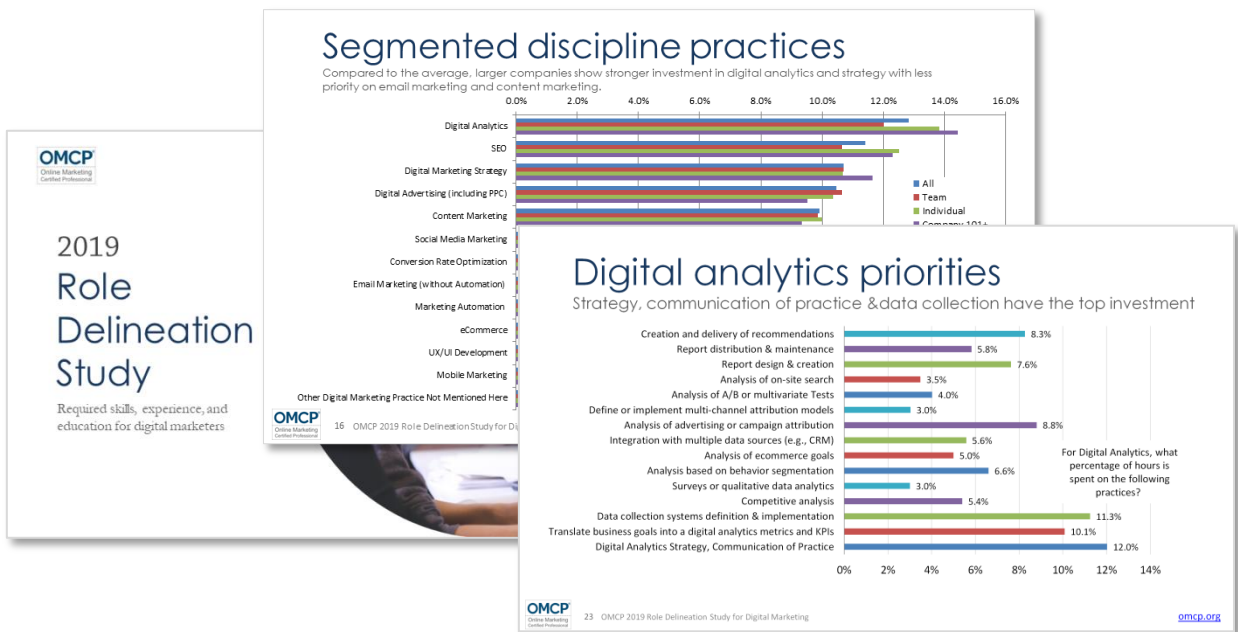
*"**I look for OMCP certification to** know that candidates are qualified to perform the level of online marketing necessary for our initiatives. ...The certification, and the fact that they can take that away for a year in their resumes is good for Home Depot and good for the industry."* – Sean Kainec, **Home Depot**

About OMCP

Dozens of leaders contribute to OMCP standards

The OMCP mission is to continually improve the standards of practice, education, and employment of digital marketers.

Founded in 2011 to meet the need for an autonomous standard, OMCP is an independent industry association that develops and publishes digital marketing exams, competency standards and role studies to support education programs, courses, employee evaluation, certification exams, and readiness tests.

OMCP provides certification, verification, and credentialing of individual practitioners, agencies, and educational institutions. OMCP supports hundreds of qualified educators, training institutes, and platforms, and does not sell training. Over 900 colleges and training institutes teach to OMCP standards, worldwide.

Contact OMCP to join a guidance committee or to vote on updates to the standard.

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