



Yanco inc.
Global Digital Vision

DMPD **(Digital Marketing Professional Diploma) PRO**

Become a Digital Marketing
Professional with this Course

Comprehensive
48 Hours • Hybrid Study





GETTING STARTED

- The Challenge
- Why choose Certification?
- Who is DMPD PRO for?
- What will I learn?
- AI Course Bundle
- How will I learn?
- DMPD Certification and Beyond
- Leadership and Assured Standards
- Alumni
- Get in touch

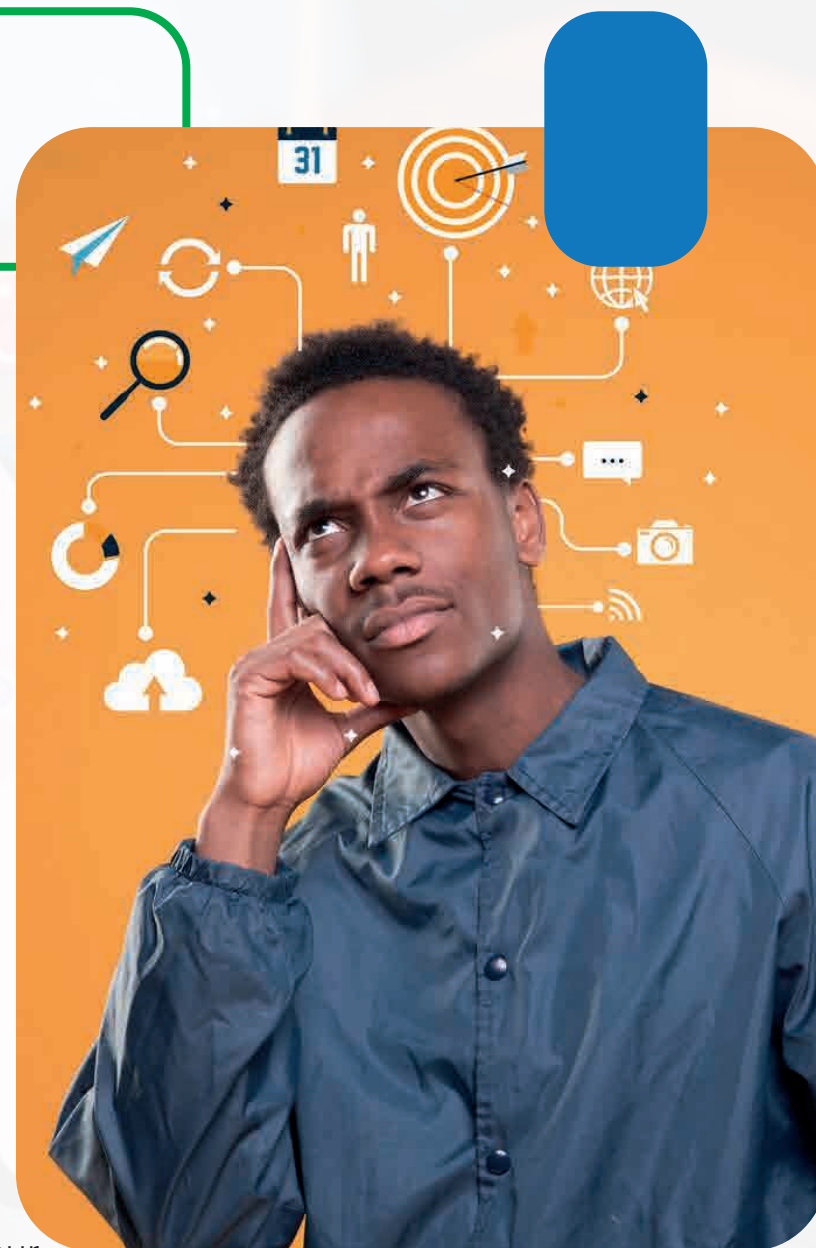


AMAZING OPPORTUNITY

Fast track your Digital Marketing career with **Yanco Inc.** Transform your Digital Marketing career with Yanco Inc's Digital Marketing Professional Diploma. This program connects you to a global network of professionals and industry experts, fostering an environment of learning and growth. With a growing global community of over 800,000+ people and guidance from world leaders in Digital Marketing on our Global Industry Advisory Council, who help shape our courses, we're at the cutting edge of the latest developments in Digital Marketing.

Our tutors, acclaimed experts in their fields, are actively working in the digital marketing industry, providing unparalleled real-world experience and knowledge to enhance our programme. We use toolkits, templates and the latest immersive and interactive learning experiences to ensure our students can readily apply what they learn to create immediate career and business impact. We have a proven track record in accelerating career growth, with **over 85% of our graduates receiving promotions within 6 months** of completing the **Digital Marketing Professional Diploma** course and **75%** experiencing salary increases.

As part of your learning you will get access to the world's largest on-demand library of **digital marketing content with 500+ premium resources**, practical toolkits and templates for you to implement what you learnt in real life to drive real business impact. You will also keep your skills up to date with expert-led webinars, Internship Programs and exhibition shows.





THE DIGITAL MARKETING CHALLENGE



The Digital Economy is on the rise and the disruptions it brings into transforming traditional marketing skills into digital is enough reason to begin your digital marketing journey with Yanco Inc.

Digital changes everything. Culture, Commerce, Community. Digital goes and changes itself. Such is the rate of progress. Your ambition may be big and clear, but without the right digital skills, it is completely out of reach. And it's not just about what you can do either – it's also about what the world knows you can do.

The greatest professional challenge of the 21st century is staying relevant. Closely followed by communicating how relevant you are in that noisy, dynamic space where new meets now.

Luckily Yanco Inc exists to help you stay relevant, today and for the rest of your career. Our comprehensive range of courses

are built and validated by industry to meet the real needs of digital now. Constantly updated and highly adaptable, we're addressing the skills gap and anticipating future needs.

85% of Yanco Inc graduates say the course helped them get a promotion

75% say certification was a reason for their salary increase

STAY READY IN AN EVER CHANGING DIGITAL WORLD

Yanco Inc courses are created with insight from those who are already out there doing it. We bring you expert thought and practice. Learn to become a trailblazer in the world of digital. Digital marketing is in perpetual motion, everchanging, always new. That's why we focus on keeping you up to date.

Right from the moment you sign up for a course, you get a free subscription to our resource library. Browse thousands of articles, tools, eBooks and more to further your career.

We know what we're doing, and the big industry players are aware of that. And it works.



WHY CHOOSE CERTIFICATION?

Because it helps you look better, travel better and navigate new frontiers. Once upon a time, digital marketing was a wild space, filled with great innovative people and some who simply talked a good game. But now, we've built a Certification Framework that helps real skills get recognised and rewarded. It's meaningful and it's working. Bluechip global brands, innovators, training companies and even universities in over 30 countries recognise and use Yanco Inc's Certification Framework

WHY CHOOSE CERTIFICATION?

- Gives you the skills you need to speak loud and clear to the right audiences.
- Tells the world what you know and what you can do - your DMPD Certification acts like a magic key. Doors open.
- Means you travel well between different opportunities and countries. It's your oyster
- Aligns with other qualification frameworks across the globe. Take that ball and run with it
- Gives you powers you may not yet even understand, but who's awesome potential will reveal itself in new and startling ways throughout your career.



WHO IS DMPD PRO FOR?

- Marketing Executives, Marketing Coordinators, Marketing Assistants, Marketing Interns, and Marketing Analysts
- Brand Managers, Brand Strategists, Event Planners, and Public Relations (PR) professionals
- Copywriters and Content Creators
- Media Planners and Media Buyers
- Market Research Analysts, Data Analysts, and Product Marketers
- Marketing managers and marketing directors
- Consultants and IT managers
- Entrepreneurs and small business owners
- Those with responsibility for developing or implementing an online marketing strategy for an organization
- Anyone looking to pursue a career in digital marketing
- Anyone looking to build AI skills to future-proof their career



WHAT WILL I LEARN? HOW TO:

- ⇒ Explore the game-changing impact of digital marketing, social media, and AI on business. Uncover the secrets underpinning the revolution that's reshaping today's business landscape.
 - ⇒ Master the art of social media and content marketing. Learn how to transform your brand into a household name and delight customers with engaging content that resonates with their needs.
 - ⇒ Integrate digital channels and explore how SEO, PPC/Paid Search, and display advertising can boost your website's organic rankings, drive more traffic, and generate demand for your business.
 - ⇒ Discover how to craft email campaigns that convert. Design, execute, and track your way to email marketing success using proven tactics and strategies.
 - ⇒ Unleash the power of data and metrics with web analytics to fine-tune your marketing game. Better understand your customer's journey, uncover insights, and make data-driven decisions to elevate your campaigns.
- Sharpen your professional skills and boost your personal and career effectiveness in the dynamic world of digital marketing. Master time management, agile thinking, and problem-solving skills and learn how to enhance your creativity and strategic thinking skills.
- ⇒ Unleash the full potential of digital marketing.
 - ⇒ From concept to execution, discover the art of crafting tailored marketing tactics and strategies to propel businesses toward their goals





MODULES OF CAPABILITY

Well-honed professional skills as well as digital and technical skills are key to success as a digital marketer in today's ever-changing working environment. But what are these essential professional skills? Drill into project management techniques, foster innovation with agile thinking, enhance creativity, and sharpen strategic thinking skills. From time management to problem-solving and persuasion skills, elevate your professional toolkit for personal and business success

We give you the tools to become a smart and capable player on the digital stage. When you're done, you'll be able to create a powerful digital marketing strategy by yourself. The modules are building blocks – of knowledge, of your career, of the brand new Digital Marketing Professional Diploma that is you.

Here is what you need to know 1-16:





DIGITAL MARKETING IN THE ERA OF AI

Module 1: Principles of DIGITAL Marketing

Module 2: Social Media Marketing Concepts

Module 3: Website Creation and Optimization

Module 4: Content Marketing

Module 5: Facebook and Instagram for business

Module 6: LinkedIn for Business

Module 7: Twitter for business

Module 8: TikTok For Business

Module 9: Search engine optimization SEO

Module 10: Paid Search (PPC)

Module 11: Display Advertising with Google

Module 12: Video advertising on Youtube

Module 13: Mobile Marketing

Module 14: E-mail Marketing and Automation

Module 15: Web Analytics with Google

Module 16: Digital Marketing Strategy and Planning

Follow-up on practical exercises

Exams



1. PRINCIPLES OF DIGITAL MARKETING

Unleash the power of digital marketing in the era of AI disruption. Dive into core concepts, explore digital channels, and uncover why machine learning algorithms, large language models, and AI-powered tools are transforming how businesses operate. From audience insights to 360-degree campaigns, explore how to connect more effectively with your target audience

Topics covered include:

- » What is Digital Marketing?
- » Inbound and Outbound Marketing
- » Digital Marketing Channels
- » What is AI in Digital Marketing?
- » Staying Relevant in Digital Marketing
- » Audience Listening Tools
- » Competitive Research
- » The Traditional Funnel and the Buyer's Journey
- » The Evolution of the Buyer's Journey
- » Integrating Offline and Digital Marketing





2. SOCIAL MEDIA MARKETING

5. FACEBOOK AND INSTAGRAM FOR BUSINESS

6. LINKEDIN FOR BUSINESS

7. TWITTER FOR BUSINESS

8. TIKTOK FOR BUSINESS

Set up a dynamic social media presence and unlock the potential of social media marketing for your business. Dive deep into the marketing capabilities of the core platforms and master tactics for growing and engaging an audience on social media. Unleash powerful paid social campaigns and learn how to extract data from the platforms' native analytics tools to elevate your social commerce game.

Topics covered include:

- Influencing the Consumer Journey Using Social
- How Do Social Media Algorithms Work?
- Key Social Media Platforms: Facebook, WhatsApp, and Instagram
- Key Social Media Platforms: Twitter (X), and LinkedIn
- Key Social Video Platforms: YouTube and TikTok
- Setting Up a Social Media Experience for a Business
- Sustaining a Social Community
- Engaging an Audience Using Social Media
- Five Key Steps for Creating a Social Campaign
- Social Commerce Channels





3. WEBSITE CREATION OPTIMISATION

From portfolio websites to lead generation and user-centred design to eCommerce, dive into the structures and activities that define online success. Understand the critical role the buyer's journey and UX play in shaping effective websites and providing an optimised platform aligned with business goals. Use metrics to capture, track, and measure website activity and to evaluate and optimize performance.

Topics covered include:

- » Build Your Online Presence
- » How to Design a Website
- » Website Optimisation and the Buyer's Journey
- » Main Pages of a Website
- » Design Principles
- » UX and UI
- » eCommerce Solutions
- » eCommerce Marketplaces
- » Website Metrics
- » A/B Testing for Website Optimisation



4. CONTENT MARKETING

Master the art of content marketing with a persona-focused, data driven approach to planning and executing content marketing strategy. Connect seamlessly with your audience using best practices at each stage of the buyer's journey. from content creation to curation, learn how to amplify your impact, extend value, and measure your successes with AI-powered insights to elevate your business's content marketing performance

Topics covered include:

- › What is Content Marketing?
- › Topical and Evergreen Content
- › Content Intent
- › Buyer Personas
- › Getting Ideas for Content Topics
- › Creative Brief
- › Content Creation and Content Curation
- › Getting Started with ChatGPT
- › Content Scheduling
- › Analyzing Content Performance



9. SEARCH ENGINE OPTIMISATION (SEO)

Explore the nuances and intricacies of SEO and learn how search engines and SERPs work. Unlock the power of a strategic SEO, from keyword research best practices to the three pillars of success – technical Optimization, on-page Optimization, and off-page optimisation. Measure SEO wins with precision as you track keyword rankings, organic traffic, and website conversions. And stay ahead of the curve with insights into free and paid SEO tools while exploring the transformative impact of AI on SEO tasks.

Topics covered include:

- › How Do Search Engines Rank Pages?
- › Search Engine Results Page (SERP)
- › How to Conduct SEO Keyword Research
- › Technical Optimisation
- › Page Experience Ranking Signal
- › Google Search Console
- › On-Page and Off-Page Optimisation
- › Free SEO Tools
- › AI Tools for SEO
- › ChatGPT for SEO



10. PAID SEARCH (PPC) 11. DISPLAY ADVERTISING 12. VIDEO ADVERTISING ON YOUTUBE

Unlock the power of pay-per-click (PPC) advertising, capturing active consumers searching for information, products, or services. Dive into the expansive landscape of digital display and video advertising, designed to raise brand awareness and generate interest. Explore the distinct benefits each strategy offers while discovering the synergy of using them together for a comprehensive digital marketing strategy. From fundamental principles to hands-on optimisation in platforms like Google Ads, master the art of effective budgeting, strategic bidding, and compelling ad creation. Explore the Google Display Network, tapping into the potential of YouTube and display ads with new AI features and campaign types.

Topics covered include:

- PPC Keyword Research
- Budgets and Bidding in Google Ads
- Creating a PPC Campaign
- Display and Video Advertising
- GDN, AI, and Performance Max
- Display and Video Ad Formats
- Targeting for Demand Generation
- Remarketing for Display and Video Campaigns
- Paid Search Metrics and Reports
- Search, Display, and Video Campaign Optimisation



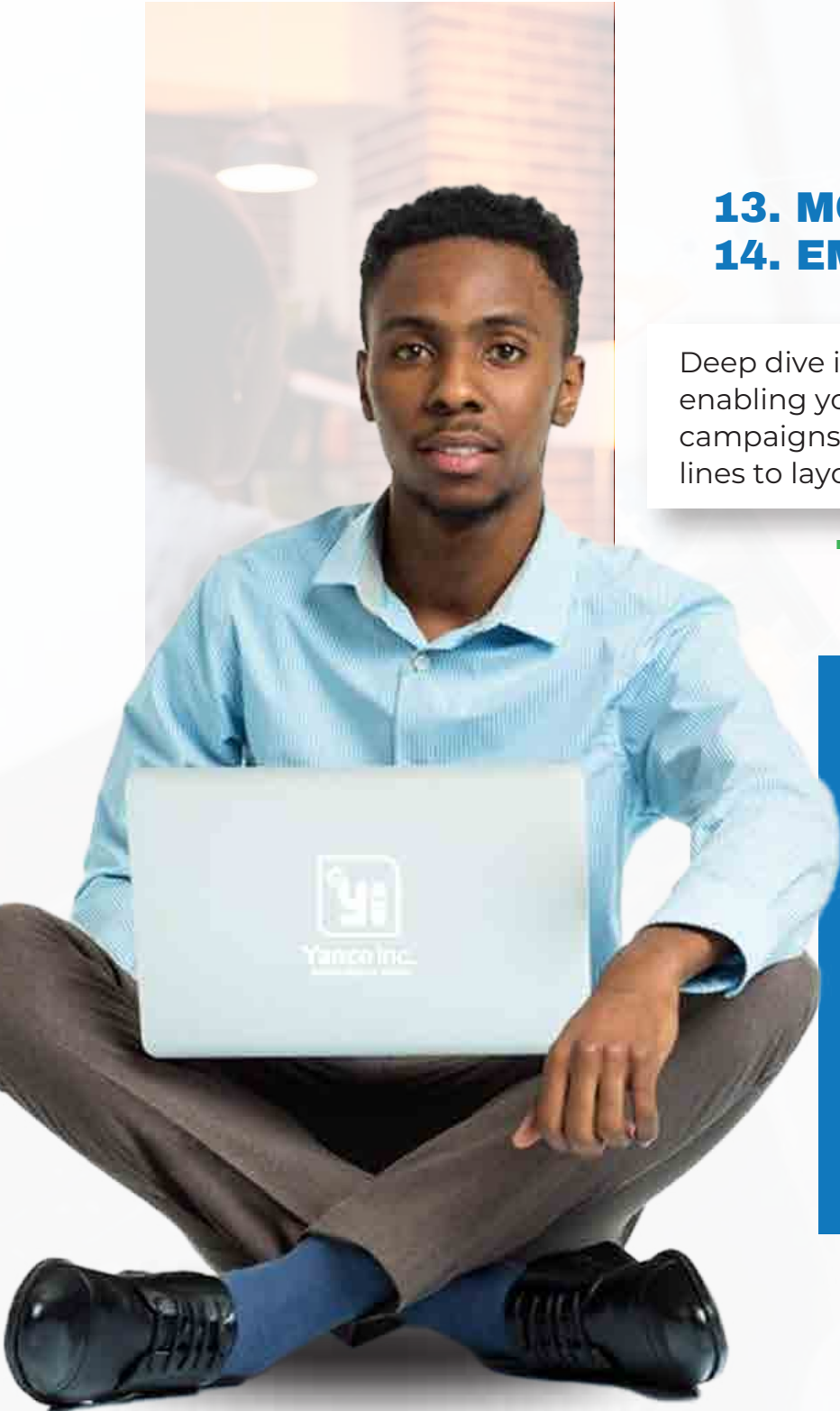


13. MOBILE MARKETING 14. EMAIL MARKETING

Deep dive into email marketing and explore key tools and techniques enabling you to unlock the power of automation to streamline your campaigns. Optimize every aspect of your email campaigns, from subject lines to layout, and learn how to overcome delivery challenges.

Topics covered include:

- Email and Omnichannel Marketing
- Email Marketing Legislation and Regulations
- CRMs
- Marketing Automation
- Email Marketing Workflows and Benefits
- Email Subject Lines and Copy
- Email Design and Images
- Email Campaign Delivery Challenges
- A/B Testing for Email Optimisation
- Optimising Email Campaign Performance





15. WEB ANALYTICS WITH GOOGLE ANALYTICS 4 (GA4)



Reveal the power of website and app data with GA4. Master the fundamentals while navigating legal responsibilities and best practices for data collection, consent, and privacy. Learn to set up and configure GA4, harnessing AI-enhanced features to analyse performance and customer conversion journeys, and monitor digital campaigns with precision.

Topics covered include:

- Google Analytics 4 (GA4) Fundamentals
- Analytics, Data Privacy, and Protection
- GA4 Account Set-Up
- Linking GA4 to Other Tools
- Types of GA4 Events
- Advanced Custom Events in GA4
- Key GA4 Reports
- UTM Tracking with URL Builder
- Real-Time Data in GA4
- Audiences in GA4



16. DIGITAL MARKETING STRATEGY

From using research insights to guide channel choice, messaging, and personas to setting actionable objectives and measurable KPIs, and developing a creative strategy that engages your audience, learn how to plan and execute a winning digital marketing strategy. Discover how to develop effective budget plans, ensuring maximum ROI for all of your digital endeavors.

Topics covered include:

- » Marketing Today
- » Strategy and Return on Investment (ROI)
- » Thinking Critically About Research
- » Digital Audit
- » Strategy and Forecasting
- » Developing a Marketing Brief
- » Creative Brief
- » Working with an Agency
- » Using a Media Plan
- » Delivering a Campaign Action Plan



UNLOCK THE POWER OF AI IN DIGITAL MARKETING WITH OUR EXCLUSIVE AI OFFER

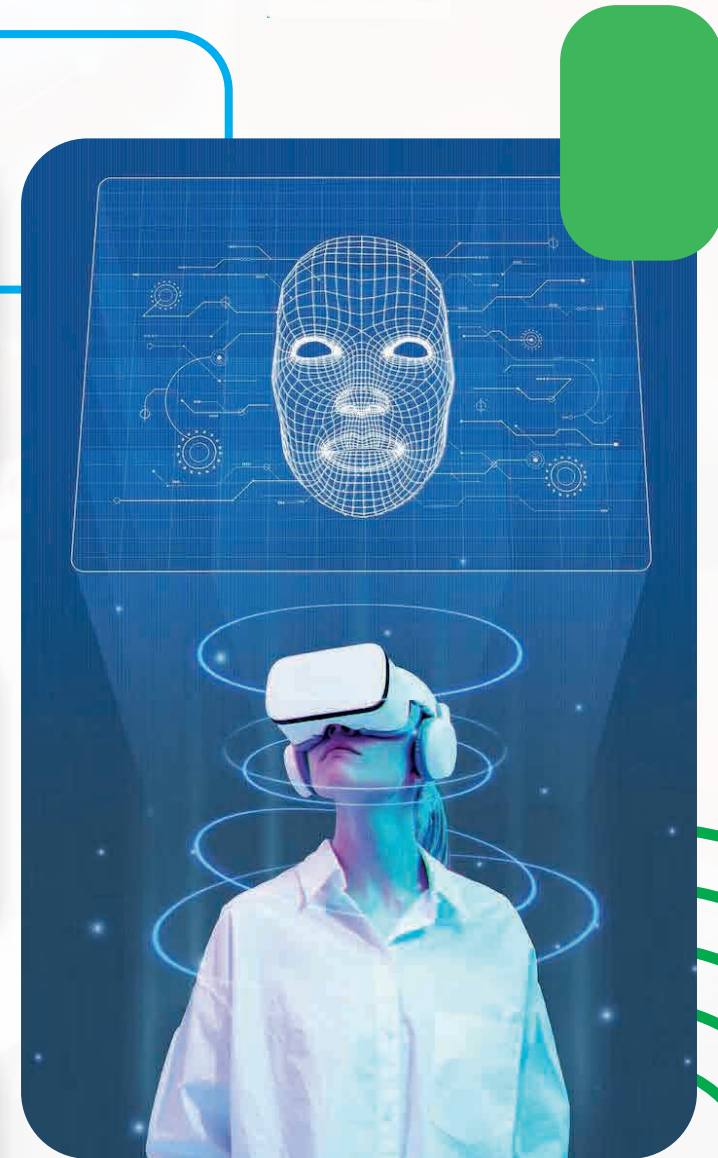
AI is disrupting the digital marketing industry and presenting unprecedented efficiency, growth, and career opportunities for marketers. It's not surprising that AI is the #1 skill that marketers want to develop within the next 12 months (DMI Member Survey, 2024). Ready to take your career to the next level? Don't miss out on our special discount for the AI in Digital Marketing Course (limited time only) when you purchase a DMI PRO course with us.

AI COURSE OVERVIEW

The short course (5.5 hour) is designed for marketers looking to incorporate AI into their job to enhance and optimize digital marketing activities. Through a combination of hands-on practical lessons, toolkits and real-world examples, you will know how to leverage AI technologies to gain key insights, refine campaigns and drive growth.

MORE COURSES?

Expert-Level Certificates in Programming, Scrum Master, Ethical Hacking and 150+ ISO Certification courses
Looking for more? Or looking to take your career to the next step?
Check out our powerful life changing courses. Create powerful and dynamic





CERTIFICATION AND BEYOND

The course ends. Your new life begins.

But first comes The Exam. Yes, it's an assessment but not as you know it. The Test is punchy, focused and dynamic. It happens via a screen (of course). Questions come in different formats including text and image-based multiple choice, matching and drag and drop formats.

Want to test out your skills first? Try out the practice exam. With 100 questions in 90 minutes, it's the ideal way to get you ready for the real thing.

You can take The Test anywhere in the world; everybody gets the same experience.

It lasts 120 minutes, and afterward (fingers crossed) you are never quite the same. You are a new kind of marketeer, a DMPD-certified digital Lion ready to thrive in the digital jungle.

What's more, your slick new DMPD Certification works as a virtual passport. It looks sharp and is recognized at the door of (just about) all the best opportunities. That's because it comes with true authority.

LEADERSHIP AND STANDARDS ASSURED

The industry recognises what DMI does because we work with the best people and we're helping to move the whole industry forward. We have created a panel of diverse influencers, thought leaders, tech gurus and C-suite change-makers.

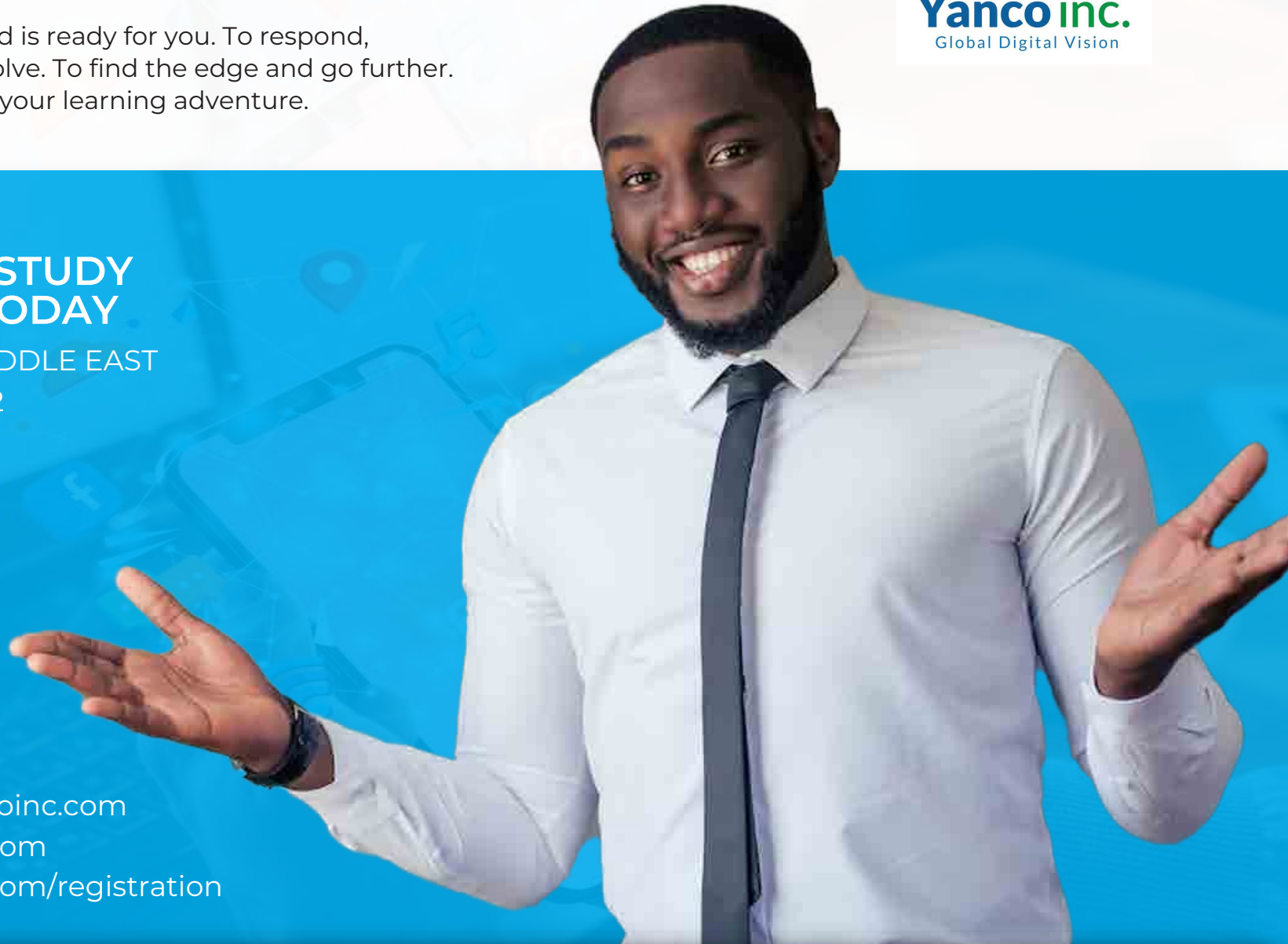
They're the people driving change. Hailing from the USA, Europe and Asia, the Council has millions of followers, win awards, get published globally, manage multi-site teams and multi-million dollar budgets and are right at the edge of new and fast as well as established and influential.





READY TO GET STARTED?

The digital marketing world is ready for you. To respond, share, grow, anticipate, evolve. To find the edge and go further. Make your move and start your learning adventure.



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