

Learner Journey Map | Certificate in Digital Marketing

This certificate program revolves around a continuous hands-on project that resembles the real world of digital marketing so that you can learn by doing.

Course 1 Customers and Digital Content 4 weeks	Course 2 Digital Channels 5 weeks	Course 3 Digital Automations and Analytics 2 weeks
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Buyer Persona and Digital Profile



- Create a buyer persona and digital profile for your blog audience
- Create a content plan to reach your target audience

Social Media Promotion Plan



- Develop and execute a social media plan, including social media posts to Twitter, Facebook, Instagram and LinkedIn

Blog Post



- Write and publish a blog post
- Conduct keyword research and optimize the blog post for SEO

Email Drip Campaign



- Set up email drip campaign in HubSpot
- Write drip campaign emails to engage your customers

Analytics Dashboard and Campaign Measurement



- View analytics dashboard from your blog marketing activities and make campaign recommendations to improve outcomes



HubSpot Marketing
Software Certification



Google Search
Ads Certification



Google Analytics
Certification