## **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** 

5 weeks

**Channels** 

Course 3

**Digital Automations** and Analytics

2 weeks

### **Analytics Dashboard and Campaign Measurement**



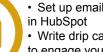
· View analytics dashboard from your blog marketing activities and make campaign recommendations to improve outcomes

#### Social Media Promotion Plan

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

LinkedIn

**Email Drip** Campaign



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

# **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

### **Blog Post**



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



**Google Analytics Certification** 

**HubSpot Marketing** Software Certification



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