/ IDM Catalogue 2020

Marketing Qualifications and Courses

I DM
Institute
of Data &
Marketing

/ Contents

/ Welcome

IDM Catalogue for 2020

The coronavirus outbreak has impacted us all, and has changed how we go about our professional lives.

As the IDM Catalogue 2020 will tell you, we have evolved the IDM's learning offer to meet the digital demands of creative, data and marketing industries that currently work remotely, distanced from colleagues, teams and offices.

Under the **IDM Home Learning** banner we offer people-powered and connected, live-learning and digital classroom environments through our **Virtual Classroom** platform; and we have built a self-study portal - **IDM Online Learning** - through which we serve our learning portfolio, online, direct to you and your teams wherever you are, and whenever you need.

You'll learn more about **IDM Home Learning** in the pages that follow.

Meanwhile, last year the IDM became an integrated part of the Data & Marketing Association (DMA) - Europe's largest community of data-driven marketers.

To underpin the learning content for 2020 we leant on the experience, expertise, thought-leadership and best practice guidance of the DMA community.

The portfolio is thus reinvigorated and refreshed, packed with study options that reflect the insights of the sharpest minds in UK data and marketing.

To help shape and deliver the learning content we have a handpicked roster of tutors with years' of industry experience, awards and insights.

And in another development for 2020 (and beyond), we align much of our learning portfolio to thematic areas in which UK data and marketing professionals work:

/ Customer Engagement

/ Value of Data

/ Responsible Marketing

/ Great British Creativity
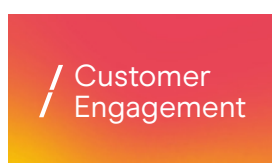
Customer Engagement: Exploring the rich interplay between data, creativity and technology

Value of Data: Reshaping the true worth of information, from the ethical to the practical

Responsible Marketing: Putting your customer first, building trust and protecting your brand

Great British Creativity: Exploring the power of creative craft

Welcome to online learning and training, delivered by the IDM and powered by the knowledge and experience of the DMA, for practitioners, teams and businesses at all levels.

Andy Dorling
General Manager, Institute of Data & Marketing (IDM)

/ IDM Home Learning

Keep your marketing thinking fresh and sharp - all from the comfort of your desktop.

As we move from office to remote working, learning with the IDM has evolved to meet the new challenges of dispersed marketers, teams and businesses.

Through **IDM Home Learning** we bring online, digital marketing training to you.
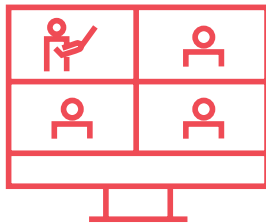
We serve short and longer-focused study options online via live, real-life digital classroom environments and via our Online Learning portal.

That way you'll link up with tutors, colleagues and classmates for a connected learning experience - a great way to chat, share and grow friendships during this time of physical separation.
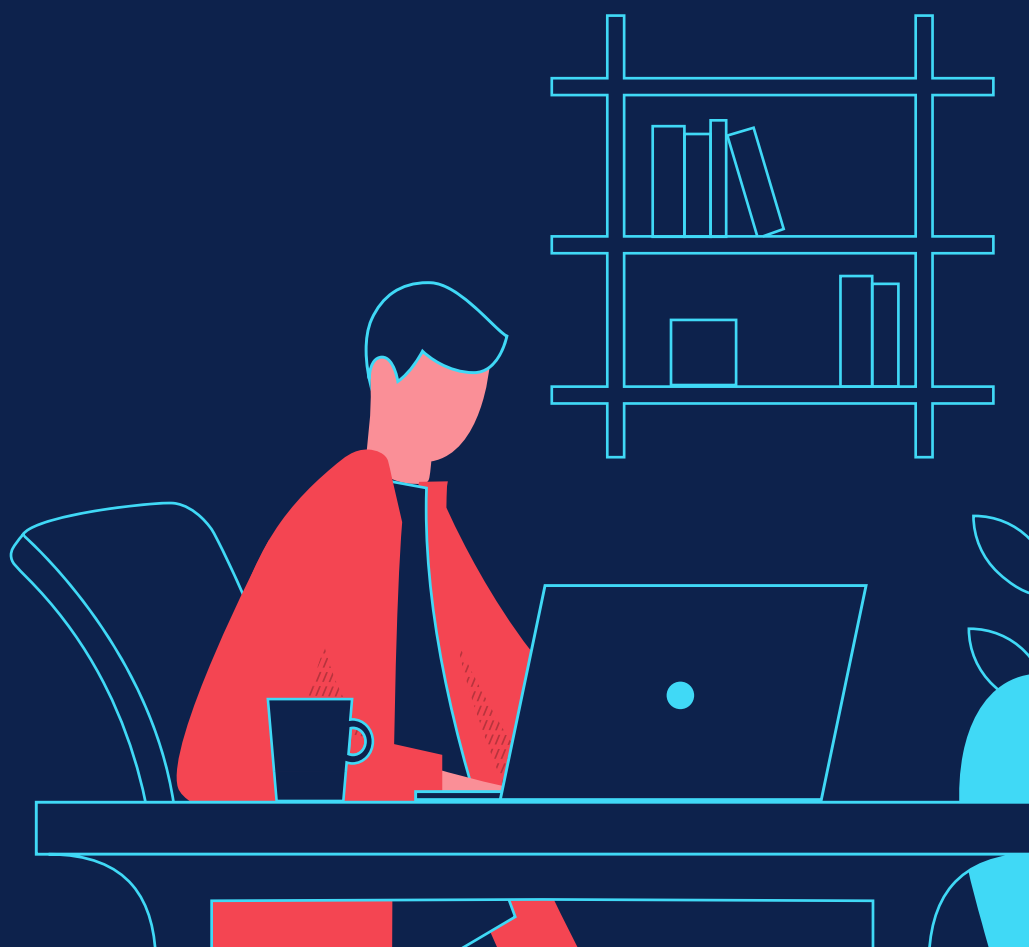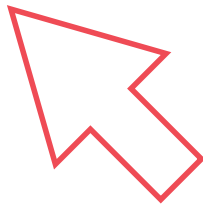
How Does it Work

Individuals

Virtual Classroom

This is digital face-to-face learning: you get the whole classroom experience, online, served via Zoom – perfect for individual learners and teams.

Browse the catalogue and choose from a portfolio of over 50 Short Courses, or earn a Professional Qualification.

IDM Online Learning

IDM Online Learning is an always-on, always open portal throughout your study experience.

This is self-study: you to set your own schedule to fit in with your own busy work-life commitments.

Our Online Learning portal hosts course materials, lessons, videos, best practice guides and DMA Awards-winning case studies – plus all of your course assessment content.

Browse the catalogue and choose from our portfolio of online marketing qualifications, in both short and longer-form study.

Organisations
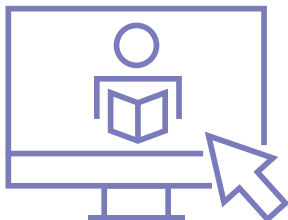
Corporate Online Learning

Scalable and bespoke - exclusively for teams and organisations, served via our online learning portal - we have our Corporate Online Learning offering.

Learn through a customisable, bitesized Modular Learning approach that targets individual, team and business-wide needs.

And access our library of Professional Qualifications to deepen your organisation's range of skills, knowledge and capabilities.

To discuss Corporate Online Learning, please contact training@theidm.com.

/ Learning

Learning: Qualifications and Awards Explained

Postgraduate Diplomas

Equivalent to a Level 7 qualification.

Recommended for more senior professionals with a few years' experience who want to gain marketing qualifications at a higher, strategic level.

Professional Diplomas

Equivalent to a Level 6 qualification.

Recommended for professionals with approximately 18mths + experience who want to develop their marketing knowledge and skills.

Professional Certificates

Equivalent to a Level 5 qualification.

Recommended for marketers with some prior experience who wish to develop their expertise in a specific or specialised discipline.
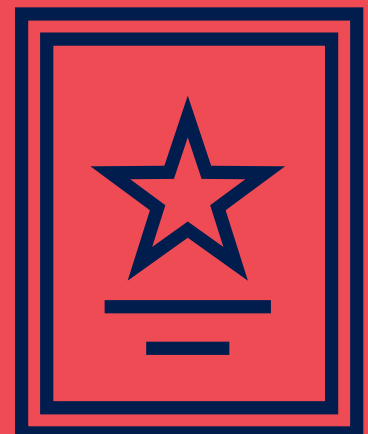
IDM Awards

Equivalent to a Level 4 or 5 qualification.

Awards provide a thorough grounding in a chosen subject area. Recommended for those new to marketing or those looking to refresh their knowledge in the fundamentals.

/ Professional Qualifications

/ Professional Qualifications: IDM Professional Diplomas

The IDM Professional Diploma in Data-Driven Marketing

(Dip IDM)

Using direct marketing channels effectively is vital to any business. Enrol on this comprehensive qualification and gain the skills to plan and implement data-driven marketing campaigns.

/ Understand the principles of data-driven marketing Capture and manage customer data to better plan, develop and optimise your customer journeys

/ Look at segmentation methodologies and targeted data-driven marketing

Modules:

1. The data-driven marketing mix
2. Customer relationship marketing or management?
3. Privacy, compliance and the law
4. Customer insight for marketing
5. Customer service experience strategy for ROI & Profit
6. Data-driven customer acquisition strategy
7. Retaining your best customers
8. Creative strategy – communicating relevantly and persuasively
9. Testing to continually improve marketing performance
10. Planning and implementing data-driven marketing communications campaigns

At a glance

The right course for you
Choose this Professional Diploma Data-Driven Marketing to lead on the management, implementation and evaluation of digital and non-digital campaigns

Equivalent to QCF level 6 or bachelor's degree

12 Months

Study modes
Virtual Classroom - Tutor-led

35 CPD Hours

Intermediate level

2 Assignments & 1 Exam

Complimentary
IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

To book, or for more information, visit
www.theidm.com/dipidm

The IDM Professional Diploma in Digital Marketing

(Dip DigM)

This course will give you the skills to plan, manage and evaluate digital marketing campaigns in social media, search marketing, email, affiliate and more.

Get qualified and learn how to confidently integrate them with your wider marketing strategy.

/ Plan the introduction of digital technologies and techniques for marketing that support business objectives

/ Apply the key technologies, tools and techniques of digital marketing to improve marketing effectiveness

/ Identify the potential application of online marketing channels within the marketing communications mix

Modules:

1. How digital continues to transform the role of marketing in business
2. How understanding consumer preference and behaviour helps us to be better digital marketers
3. How efficient and practical planning processes build optimal digital marketing campaigns
4. Building user-centric websites that support customer and digital marketing objectives
5. Understanding the fundamental importance of Search Engine Marketing to digital marketing
6. How Display Advertising builds awareness and generates efficient conversion opportunities for digital marketers
7. Using Email Marketing to build highvalue digital relationships with prospects and customers
8. How Content Marketing helps consumers make more informed purchasing decisions
9. Exploring the use of Social Media channels to build, acquire, convert and retain target audiences and customers
10. Extending the reach of digital marketing campaigns through Affiliate Marketing
11. Understanding the personal and contextual role of Mobile in digital marketing campaigns
12. Developing a data acquisition and management strategy that is an integral part of digital campaign planning and delivery
13. Developing digital marketing propositions, ideas and creative that inspire target audiences
14. How regulation, permission and codes of practice inspire efficient digital marketing
15. Understanding the metrics that help us control and refine digital marketing campaigns
16. Exploring the near-future of data-driven digital marketing

At a glance

The right course for you
Choose a Professional Diploma if you implement, manage and evaluate campaigns

Equivalent to QCF level 6 or bachelor's degree

12 Months

Study mode
Virtual Classroom - Tutor-led
Online - Self study

35 CPD Hours

Intermediate level

2 Assignments & 1 Exam

Complimentary
IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

To book, or for more information, visit
www.theidm.com/profdipd

/ Professional Qualifications: IDM Postgraduate Diplomas
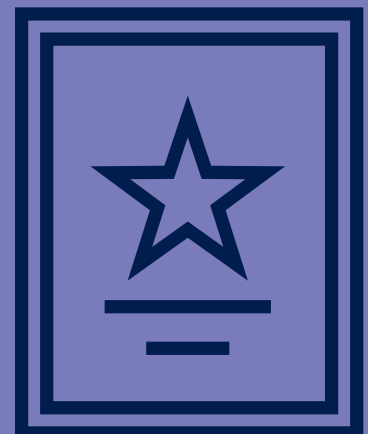
The IDM Postgraduate Diploma in Data-Driven Marketing

(PG Dip IDM)

Become a professionally qualified expert in Data-Driven Marketing. The strategic-level skills you gain will both improve business performance and advance your career.

/ Develop the strategy, plan, implement and evaluate for effective data-driven marketing programmes

/ Plan and implement effective, profitable customer acquisition strategies along with engaging and rewarding retention strategies

/ Identify, obtain, analyse and apply customer insight to improve your data- driven marketing communications mix

Modules:

1. The contemporary data-driven marketing landscape
2. Building brand value
3. Managing and making sense of data and creating customer insight
4. Customer-centric strategic datadriven marketing planning
5. Integrating data-driven marketing communications
6. Managing innovation
7. Planning and implementing projects
8. Responsible marketing - trust, data, privacy, compliance and the law
9. Measurement, financial evaluation and metrics
10. Managing and leading the marketing function

At a glance

The right course for you
Choose the Postgraduate Diploma Data-Driven Marketing to lead on the development, application and management of digital and nondigital marketing strategy

Equivalent to QCF level 7 or master's degree

12 Months

Study mode
Virtual Classroom - Tutor-led

35 CPD Hours

Advanced level

**2 Assignments, 1 Professional Practice Report & 1 Exam**

Complimentary
IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

To book, or for more information, visit
www.theidm.com/pgidm

The IDM Postgraduate Diploma in Digital Marketing

(PG Dip DigM)

This is a course for ambitious marketers looking to develop digital strategy capabilities that will drive personal and business success

/ Understand how strategic digital planning reduces campaign costs while increasing return on investment

/ Confidently developing strategic recommendations that improve customer experiences

/ Understand how actionable and accountable integrated communications plans drive results

Modules:

1. Digital Enterprise
2. Understanding the complex consumer, company and competitor contexts
3. Developing a compelling digital marketing strategy that drives audience selection, proposition development and customer engagement
4. Constructing and managing campaign finance
5. Using digital channels to build brands
6. Increasing customer insight and optimising campaign performance
7. Using CRM systems to develop increasingly relevant customer communications
8. Developing an integrated digital strategy
9. Developing a digital marketing testing strategy
10. Developing a digital transformation strategy to improve efficiency and customer experience and using marketing automation and programmatic workflows to engage with customers in real-time
11. Exploring the near-future of digital marketing

At a glance

The right course for you
Choose the Postgraduate Diploma in Digital Marketing to lead on the development, application and management of digital marketing strategy

Equivalent to QCF level 7 or master's degree

12 Months

Study mode
Virtual Classroom - Tutor-led
Online - Self study

35 CPD Hours

Advanced level

2 Assignments, 1 Professional Practice Report & 1 Exam

Complimentary
IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

To book, or for more information, visit
www.theidm.com/pgdg

/ Professional Qualifications: IDM Certificates

The IDM Advanced Certificate in Digital Copywriting

(Cert DC)

This course will help you achieve your business goals, by writing copy that engages and persuades your audience. Taught online in a live classroom over 10 weeks, with copywriting tasks and individual coaching.

/ Write clear and structured copy for digital media

/ Develop a strong and persuasive style that works for your brand

/ Optimise your copy for search engines, and master different approaches for different digital channels

Modules:

1. Writing concise and persuasive copy for digital media
2. Getting style and tone of voice right
3. Copywriting for Search Engine Optimisation (SEO) and search advertising (PPC)
4. Email copywriting
5. Blogging and social media

At a glance

The right course for you
Make your copy sell. Stimulate and persuade your audience, and then make them buy. Course runs online for 10 weeks. 5 online classroom sessions run fortnightly.

Equivalent to QCF level 4

10 weeks

Study mode
Virtual Classroom - Tutor-led

35 CPD Hours

Intermediate level

1 assignment

To book, or for more information, visit www.theidm.com/certdc

The IDM Professional Certificate in Social Media

(Cert SocM)

Stand-out in the competitive social media landscape with the Professional Certificate in Social Media. You will be taken through the entire lifecycle of developing an overarching social media strategy and a campaign based strategy.

/ Create social media campaign strategies that have great results in a multi-channel environment

/ Understand how to engage audiences through social media

/ Set effective SMART objectives, which are aligned with your business and marketing goals

Modules:

1. Social media engagement
2. Social media objectives
3. Social media strategies
4. Selecting social platforms & funding them
5. Social content strategy
6. Planning your social media content
7. Customer service on social media
8. Influencer marketing
9. Analytics and Insights

At a glance

The right course for you
Choose this Professional Certificate for an in-depth understanding of social media marketing, from the planning to evaluation of campaigns

Equivalent to QCF level 5

Study mode
Online - Self study

35 CPD Hours

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit www.theidm.com/certsocm

/ Professional Qualifications: IDM Awards

The IDM Award in Behavioural Economics

(Award BEco)

Learn how unconscious biases can be harnessed in your marketing, including the theory and practice of assembling simple experiments and applying the results

/ Identify the drivers of value, risk and cost in data used by the marketing department

/ Plan your organisational strategy for data collection, permission and management

/ Understand how data drives marketing and the impact of data quality

/ Create an effective data management strategy

/ Ensure your data strategy respects current and forthcoming legislation

/ Build a secure data management culture that enables marketing innovation

Modules:

1. Identify the drivers of value, risk and cost in data used by the marketing department
2. You will be required to complete two x one hour online examinations.
3. Introduction to behavioural science
4. Behavioural science themes
5. How some of the most successful campaigns of all time have been based on biases
6. Introduction to the Behavioural Economics framework
7. Make it easy: Friction, disproportion and affects on behaviour
8. How to run a robust experiment
9. Make it attractive: Counter-intuition, rational thinking and sensitive pricing
10. Make it social: How consumers look to others when making decisions
11. Make it timely: How the same messages work out differently

At a glance

The right course for you
Choose this Professional Certificate to better understand your customers and what motivates them, and apply principles to your marketing

Equivalent to QCF level 5

12 Months

Study mode
Online - Self study

35 CPD Hours

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit
www.theidm.com/certbeco

The IDM Award in Content Marketing

(Award CM)

Become a content marketing specialist and gain the knowledge and expertise to develop and manage content marketing campaigns.

Understand how to improve results and increase customer interactions to drive ROI.

/ Understand the principles behind content marketing

/ Understand the elements of a successful content marketing strategy

/ Learn about creating personas for content marketing, assess what valuable content is and how you can create it

Modules:

1. An introduction to content marketing
2. Developing a content strategy and Step 1: Setting objectives and KPIs
3. Step 2 - Insight - listen, identify, and understand your audience
4. Step 3 - Storytelling - tell a consistent, emotive and compelling brand story
5. Step 4 - Channels - identify the touchpoints most suited to your audience
6. Step 5 - Management - manage the process with clear responsibilities and tools
7. Step 6 - Curation - Listen, converse and amplify the impact of the content
8. Step 7 - Optimisation: Continually measure, optimise, learn and enhance
9. Revision

At a glance

The right course for you
Choose this Award for an in-depth understanding of content marketing, from the planning to evaluation of campaigns

Equivalent to QCF level 5

12 Months

Study mode
Online - Self study

35 CPD Hours

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit
www.theidm.com/certcm

The IDM Award in Data & Analysis

(Award DM)

Qualify as a data marketing expert with the knowledge, skills and confidence to define your organisation's data strategy

/ Identify the drivers of value, risk and cost in data used by the marketing department

/ Plan your organisational strategy for data collection, permission and management

/ Understand how data drives marketing, impacts of degrees of data quality and create an effective data management strategy

Modules:

1. Defining data
2. Data quality
3. Data management
4. Database structures
5. Data – preparation and mining
6. Data – segmentation and predictive modelling
7. Data security
8. Data governance

At a glance

The right course for you
Develop a thorough grounding in Data & Analysis, with enough information to build an effective data strategy

Equivalent to QCF level 4

12 Months

Study mode
Online - Self study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit
www.theidm.com/ad

The IDM Award in Data-Driven Marketing

(Award DDM)

Learn the key principles of Data-Driven Marketing with this Award, designed for those new to the profession or who need to expand their marketing skill set.

/ Understand the roles and benefits of direct marketing channels and how to deliver a successful data-driven campaign

/ Plan a data capture strategy

/ Research, plan, implement, test and measure data-driven campaigns

Modules:

1. Overview of integrated direct marketing communications
2. Direct marketing channels
3. Digital marketing channels
4. Database marketing
5. Data analysis
6. Data-Driven Marketing Communications Planning
7. Campaign Planning
8. Testing
9. Creative Briefing

At a glance

The right course for you
Learn the principles of Data-Driven Marketing, to plan, build and refine effective digital campaigns based on data insights

Equivalent to QCF level 4

12 Months

Study mode
Online - Self study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit
www.theidm.com/awdm

The IDM Award in Digital Copywriting

(Award DC)

Become a professionally qualified digital copywriter with this highly popular qualification, and be recognised for copy that gets demonstrable results across all digital platforms

/ Understand how your audience read and interact with digital content compared to print media

/ Create social media copy that fits into your company's digital marketing strategy

/ Develop outstanding web and email copywriting techniques, learning how to create effective SEO copy

Modules:

1. Introduction to Copywriting for Digital Channels
2. Breaking Down the Brief
3. Expanding the Content for Web Pages
4. Writing for Emails
5. Editing and Repurposing Content for Digital Channels
6. Copywriting for social media
7. Blogging: What Makes a Great Blog?
8. Taking the Blog Further
9. Social Media – think Strategically, not Tactically
10. The Key Players: Facebook, Twitter and more
11. Using Social Media for Search
12. Getting the Tone Right
13. Dealing with Comments and Feedback
14. Digital Copy Techniques Refresher
15. Building Successful Personas (including exercise)

At a glance

The right course for you
Understand and use the principles of digital copywriting for copy that sells more in this very popular course

Equivalent to QCF level 4

2 Days

Study mode
Virtual Classroom - Tutor-led

35 CPD Hours

Foundation level

1 assignment

To book, or for more information, visit
www.theidm.com/adc

The IDM Award in Digital Marketing

(Award DigM)

Gain vital insights into the core principles, concepts and practical applications in digital marketing with our comprehensive entry-level introduction to the fastest growing marketing channel

/ Understand the roles and benefits of each digital marketing channel

/ Research, plan, implement, test and measure digital marketing campaigns

/ Understand digital marketing law – and confidently plan an integrated digital marketing programme

Modules:

1. Overview of digital marketing
2. Digital marketing planning
3. The role of data in digital marketing
4. Digital marketing channels – inbound
5. Digital marketing channels– outbound
6. The role of the website
7. Testing in digital
8. Data protection, permission and regulation (relating to digital marketing)
9. Digital creative
10. The future of Digital marketing

At a glance

The right course for you
Choose this IDM Award for a thorough grounding in Digital Marketing, ideal if you have limited digital knowledge

Equivalent to QCF level 4

12 Months

Study mode
Online - Self study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit
www.theidm.com/awdg

The IDM Award in Direct Mail

(Award DirM)

For those who are new to direct marketing this Award provides a solid foundation in the principles of best practice direct mail to help you drive more value for your business

/ Create and execute direct mail as part of an integrated marketing campaign

/ Understand the role of direct mail in the multichannel marketplace

/ Plan, create and implement a direct mail campaign from creative through to production and evaluation

Modules:

1. Direct mail and its place in the media landscape
2. Planning for direct mail
3. Defining your customers
4. Databases and lists
5. Creative
6. Production
7. Evaluating your campaign
8. The law and social expectation
9. Integration
10. Direct mail 'Hall of Fame'

At a glance

The right course for you
Learn the principles of Direct Mail and build effective campaigns to grow your business

Equivalent to QCF level 4

12 Months

Study mode
Online - Self study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit
www.theidm.com/adm

The IDM Award in Email Marketing

(Award EM)

Become a specialist in email marketing and gain an understanding of how to plan, create and evaluate effective, ROI-driven email marketing campaigns

/ Understand the basic components of email marketing Develop an email marketing strategy

/ Identify how to optimise your email design and structure and develop creative copy for your email marketing campaigns

Modules:

1. An introduction to email marketing
2. Developing an email marketing strategy
3. What is an email list and how do you grow one
4. How to create engaging email campaigns - design & structure
5. How to create engaging email campaigns - content
6. Going live
7. Testing
8. Control and measurement
9. Revision

At a glance

The right course for you
Choose this Award for an in-depth understanding of email marketing, from the planning to evaluation of campaigns

Equivalent to QCF level 5

12 Months

Study mode
Online - Self study

35 CPD Hours

Central London

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit
www.theidm.com/certem

The IDM Award in GDPR

(Award GDPR) Accredited by the DMA

This qualification provides the answers to theGDPR questions every marketer needs to know

/ Process personal data under the GDPR

/ Obtain marketing permission

/ Select the most appropriate lawful basis to process personal data

Modules:

1. Introduction to the GDPR
2. Consumer trust
3. GDPR concepts
4. Personal data
5. Lawful processing - Consent
6. Lawful processing – Alternatives to consent
7. Profiling under the GDPR
8. Individuals' rights
9. Processors' obligations
10. Accountability
11. Record keeping
12. Data breach notification
13. International issues

At a glance

The right course for you
Understand the principles of the GDPR and what your business needs to do in order to comply with this far-reaching law

Equivalent to QCF level 4

3 Months

Study mode
Online - Self study

12 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit
www.theidm.com/agdpr

The IDM Award in GDPR for Direct Mail

(Award GDPR M)

This qualification gives you the answers to the GDPR questions every marketer needs to know, with a special focus on the advantages direct mail brings to marketers under the GDPR

/ Understand how the General Data Protection Regulation (GDPR) affects processing outside of the EU

/ Learn about direct mail and cross-border campaigns Consider personal data in relation to direct mail – and understand Consent and Legitimate Interests for direct mail

Modules:

1. Why does Data Protection matter to marketers?
2. Personal Data
3. Profiling and alternatives to Consent
4. Individual Rights
5. Accountability and Action Planning

At a glance

The right course for you
Understand how the GDPR applies specifically to Direct Mail, and what advantages the medium holds for marketers

Equivalent to QCF level 4

3 Months

Study mode
Online - Self study

12 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit
www.theidm.com/awdprr

The IDM Award in Marketing

(Award M)

This is a practical course which is designed to take you on a step by step journey, to develop your understanding of marketing, the importance of putting the customer at

/ Discover the importance of putting your customer at the heart of everything you do

/ Gain a strong understanding of the marketing channels available, both offline and digital

/ Learn how to combine your channels to maximise campaign effectiveness.

/ Ensure your campaigns are delivered on time, and on budget

/ Understand the importance of branding and creative

/ Explore how data can optimise your marketing activities, campaign after campaign

Modules:

1. The core principles of marketing
2. Delivering a CRM programme
3. The power of cross-channel marketing
4. Choosing your online channels
5. Choosing your offline channels
6. Managing your creative assets
7. An introduction to consumer data
8. How to segment your customer database
9. The fundamentals of communications planning
10. Putting personas into action
11. How to write a brief and what to include
12. Testing your marketing activities
13. Discovering and using campaign insights
14. Basic marketing maths

At a glance

The right course for you
If you are new to marketing, or looking to strengthen your understanding of best-practice marketing fundamentals

Equivalent to QCF level 4

12 Months

Study mode
Online - Self study

35 CPD Hours

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit
www.theidm.com/awma

The IDM Award in SEO and PPC

(Award SM)

Become a specialist in Search Engine Optimisation (SEO)and Pay per Click (PPC). Build an integrated search marketing strategy; learn how to improve natural search results and paid search ROI.

/ Understand what Search Engine Marketing (SEM) is

/ Master Search Engine Optimisation (SEO)

/ Understand the set up and management of Pay Per Click (PPC) marketing

Modules:

1. An introduction to Search Engine Marketing (SEM)
2. Setting your strategy
3. The fundamentals of search marketing
4. What is Search Engine Optimisation (SEO)?
5. How can you optimise your site?
6. What is Pay per Click (PPC) marketing?
7. Further paid search opportunities
8. Measuring your search marketing
9. Revision

At a glance

The right course for you
Choose this Award to understand SEO and PPC in detail, and use and refine each for better ROI

Equivalent to QCF level 5
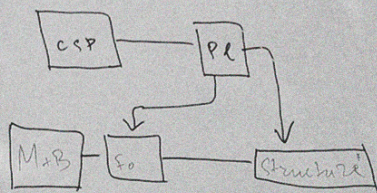
12 Months

Study mode
Online - Self study

35 CPD Hours

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit
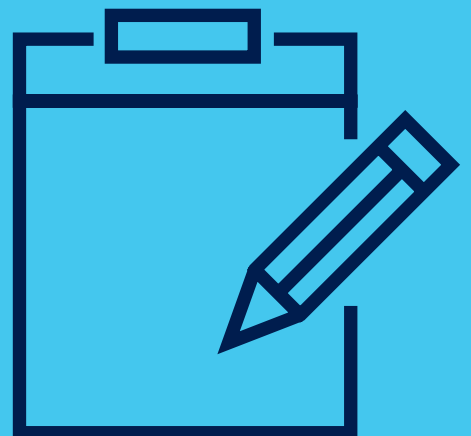**www.theidm.com/certsm**

/ Short Courses

/ Short Courses: B2B Marketing

B2B Account-Based Marketing

Learn how to develop a successful Account Based Marketing (ABM) programme. From anunderstanding of the principles through to practical exercises, this course gives you the tools to get your programme up and running.

/ Develop strategies to make sure marketing and sales work perfectly together

/ Set realistic targets for your programme and what it can achieve

/ Choose the technology you need to make it all work – and plan content and communications to make sure you succeed

Modules:

1. What is Account Based Marketing?
2. Align sales and marketing
3. Choose target accounts
4. Customer journey mapping and defining content needs
5. Structure CRM and marketing automation
6. Roll out campaigns
7. ABM to grow existing customers

At a glance

The right course for you
Learn the principles and applications of Account-Based Marketing to get your own campaigns running in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/abm

B2B Copywriting

The essentials of writing copy for B2B and what the changes are from B2C

A step-by-step guide on how to write a brief

How to improve your copy – what you should be including and discover how to get your copy noticed, read and acted upon

/ Use the principles of Behavioural Economics to develop frameworks for research and planning

/ Change the context in which you present choices to consumers and develop messaging that influences patterns of consumption

/ Build messaging that nudges people to make more profitable decisions

Modules:

1. The absolute essentials
2. The thinking before the writing
3. How to write yourself a Brief
4. Writing your headline and subject line
5. Body Copy - What are the general principles?

6. Writing your body copy
7. Improving your first draft
8. How to lay out what you've written so it gets noticed, read and acted upon

At a glance

The right course for you
Learn how to adapt your writing for the B2B audience in this 1 day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/b2bc

B2B Lead Generation

Get up to speed with the latest techniques in Business to Business lead generation and nurturing, then benchmark your current activity against industry best-practice

/ Understand how best to qualify a lead before handing over to sales

/ Maximise the use of data to make the most of every sales opportunity

/ Utilise automated marketing to optimise the customer journey. Integrate across digital media, to optimise performance

Modules:

1. Set targets through the customer journey
2. Identify your audience
3. Plan every stage
4. Accurately qualify leads
5. Proposition development
6. Create content that works
7. Select the right media

At a glance

The right course for you
Learn to generate leads and nurture them through to sales in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/lead

B2B Marketing:
The Complete Guide

Be recognised for your all-round marketing expertise and add a unique B2B specialism to your existing knowledge. If you're in B2B then this 2-day course will give you both a competitive edge and maximum flexibility

/ Understand the B2B marketing landscape; now and in the future

/ Measurable marketing; learning from the best on and offline business campaigns

/ Understand the B2B journey, what it is and how to map it for successful results

Modules:

1. The future of B2B marketing – a look at the current B2B marketing landscape and how to best prepare for the future

2. Using measurement – looking at the best practice online and offline campaigns

3. The Operations of B2B marketing

4. Aligning marketing with business strategy and companywide collaboration

5. Using Data for campaign, customer and marketing insight

6. B2B Elective Day 2

7. Content Marketing

8. Cutting edge marketing: using the latest tools ranging from AI to CRM

9. Email marketing for B2B – an advanced approach

10. Creating amazing B2B customer experiences to drive engagement by understanding online and multichannel behaviour

At a glance

The right course for you
Understand the changing B2B landscape and what it means for marketers in this 2-day course

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/b2b1

/ Short Courses: Business Skills

Behavioural Economics

A practical guide to harnessing irrational consumer decisions and making them, if not entirely predictable, then far more intelligible using Behavioural Economics principles

/ Use the principles of Behavioural Economics to develop frameworks for research and planning

/ Change the context in which you present choices to consumers and develop messaging that influences patterns of consumption

/ Build messaging that nudges people to make more profitable decisions

Modules:

1. Introduction to Behavioural Economics
2. Thinking Styles and Perception
3. Motivations and Incentives
4. Framing/Reframing
5. Choice Architecture
6. Social Influences and Habit
7. The Consumer Decision Journey and Goals
8. Behavioural Economics Workshop

At a glance

The right course for you
Understand and apply the principles of Behavioural Economics to understand what motivates your customers in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/beh

Digital Marketing Transformation

This course explores the key concepts of Digital Transformation and its potential to constantly change the way we think and work

Gain confidence in beginning to develop your own digital transformation playbook

/ Examine why digital transformation is hard to define and even harder to deliver without the right vision, support and commitment

/ Consider how to use digital technology and agile workflows to enhance how we connect and create value with our customers at every touchpoint

/ Understand how CX provides a differentiating focus and momentum to business even in the most competitive sectors

Modules:

1. Digital Transformation and its implications for business and people

2. Where digital technology stacks meet agile workflows

3. Transitioning to hyper-customer-centric business workflows

4. How inspiring digital transformation examples show us the way forward

At a glance

The right course for you
Learn the key concepts of digital transformation in this 1 day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/dmt

Digital Project Management

Learn how to successfully plan, run and control digital projects, avoid costly pitfalls, and set the criteria for success that will positively impact your bottom line

/ Understand the different types of digital project and the key processes each involves

/ Devise a clear plan and set the criteria for success

/ Effectively manage and control projects aligned to business and stakeholder objectives

Modules:

1. Introduction
2. Getting the basics right
3. How to arrive at a good plan
4. Vendor selection
5. Project Control
6. Disaster recovery
7. Training
8. Closing the project

At a glance

The right course for you
Learn how to plan, run and manage digital projects in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/mdp

Leadership for the Modern Marketer

This course uses modern hacking mentality and techniques to enable you to make instant changes to enhance your personal performance and become the best leader you can be

/ Gain access - understand your personal value and how it can drive your performance

/ You'll be guided through self-analysis by a professional business coach, giving you access to expert advice

/ Discover how to communicate and apply yourself at work in a compelling way – and make practical plans to build a useful professional network to support your personal growth

Study:

/ We believe leadership of others starts with leadership of yourself. This unique course takes you through a series of development "sprints" that will enable you to identify and understand your value in the workplace.

/ At the end of this invigorating day, you will have created a practical plan to unlock your leadership potential.

Modules:

1. Gain access
2. Leak it
3. Continually hack

At a glance

The right course for you
Apply modern marketing techniques to yourself to improve your performance and leadership skills

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/inno

Leadership Readiness in Business

Join us for a unique one-day leadership course that will reveal and then equip you in the new leadership competencies modern leaders need in order to drive growth and impact within their organisation

/ Understand the new leadership behaviours, attitudes and competencies

/ Build plans to implement new ways of working

/ Have a better understanding of your leadership style and approach

Modules:

Running over one full day, the course reveals the findings of over a year's worth of research into the modern leadership challenges and competencies, and takes delegates through upskilling workshops to master the understanding and new approaches to the themes.

The day is split into three areas:

1. Section 1: Self-readiness
2. Section 2: Knowledge readiness
3. Section 3: Team readiness

At a glance

The right course for you
Learn how to apply your leadership skills to a modern work environment in this one day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/inn2

Managing Stakeholders

Discover how to improve existing stakeholder relationships and the tools you can use to help

Build confidence using real world examples

/ Understand what good stakeholder management looks like

/ Better understand your own preferences, behaviours and working styles – and learn how to use that knowledge and understanding to build effective working relationships

/ Develop a technique to gauge the preferences, behaviours and working styles of others

Modules:

1. What we mean by stakeholder management?
2. The challenges being faced by course participants
3. Tools to use to help build relationships
4. Understanding your working preferences
5. Creating an action plan for course participants to take back to their workplace

At a glance

The right course for you
Learn how to gauge the preferences, behaviours and workings styles of yourself and others to build more effective working relationships.

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/stk

Presentation Skills

For a marketer or agency, every presentation is an opportunity to create understanding, discuss ideas and move ahead. This workshop will share practical thinking and actions around preparation, performance and personal confidence

/ Understand what good preparation looks like

/ Develop a deeper understanding of you and your audience

/ Develop the skills of effective presentation – increase your credibility, professionalism and make a bigger impact

Modules:

1. First steps
2. Preparation and practise
3. Presenting
4. Performance I
5. Performance II
6. Personal confidence I
7. Personal confidence II
8. Next steps

At a glance

The right course for you
Hone your presentation skills to improve your performance and confidence, and give your presentations power

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/pres

/ Short Courses: Content Marketing

Content Marketing Strategy

During this course you'll develop a full understanding of goal setting and performance tracking

You'll leave with an assured grasp of strategy that will help you to delivers results

/ Create your content strategy

/ Understand how to create content goals

/ Understand the metrics specifically correlated to the content funnel, and learn how to put together a content audit

Modules:

1. Creating a content marketing strategy
2. What should a content marketing strategy include?
3. How does a content strategy impact other teams/departments in an organisation?
4. Strategic content strategy in action
5. The future of content strategy

At a glance

The right course for you
Plan your content marketing to boost your success

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/cs

Content Marketing:
The Complete Guide

Learn how to use content marketing to engage with your customers and improve results

/ Understand why content marketing is important and what its key benefits are

/ Understand the elements of a successful content marketing strategy

/ Understand the importance of personas in content marketing -and learn how to track and measure the success of your content marketing strategy

Modules:

1. Introducing content marketing
2. Creating a content strategy
3. Setting objectives and KPIs
4. Using insights to understand your audience
5. Getting creative

6. Identifying the channels best suited to your content
7. Managing your strategy
8. Curating and optimising your content

At a glance

The right course for you
Identify the best channels and how to distribute content effectively.

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/con

Writing for Content Marketing

This course provides learning aimed at those tasked with writing digital content for their brand or organisation, whether it be for their website, blog, mobile, email, social media or any other digital platform

/ Establish and clarify your goals with regards to your digital content

/ Plan your content to ensure your copy achieves your organisation's aims

/ Define the key steps in your users' journey and plan content against this

Modules:

1. Content copywriting strategy
2. Writing engaging and compelling content
3. Establishing a voice for your brand
4. Storytelling
5. Repurposing your copy
6. Measurement and testing

At a glance

The right course for you
how to write effective, persuasive and sharable copy for content marketing campaigns in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/cmk

/ Short Courses: Copywriting & Creative

Briefing & Evaluating Creative Work

Learn how to get better results by crafting a brilliant brief. Discover the best way to write a clear proposition and get noticed through big creative ideas

/ Determine the objectives of your communications

/ Write a clear proposition

/ Implement an effective briefing process to inspire and equip creative teams

Modules:

1. It all starts with the brief
2. Setting objectives
3. Propositions
4. Writing a brief
5. Evaluating creative
6. Case studies

At a glance

The right course for you
Learn to commission excellent creative work, and then test its effectiveness in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/bec

Copywriting for Digital

On this 2-day course you'll learn how to write better copy for web, email, social media and blogs

Use these techniques to gain attention, drive traffic and improve results

/ Understand how an audience interacts with digital media differently from print

/ Identify what makes digital content successful for web, email, social media and blogs

/ Produce persuasive copy across all digital media whether you're writing, repurposing or editing

Modules:

Day 1:

1. Copywriting for Web and Email
2. Introduction to writing for digital channels
3. Breaking down the brief
4. Expanding the content for web pages
5. Making emails and email marketing campaigns work harder
6. Editing and repurposing content for digital channels

Day 2:

7. Copywriting for Social Media and Blogs
8. Introduction/recap on writing for digital channels
9. Blogging: What makes a great blog?
10. Individual Exercise: Create a new blog in WordPress
11. Taking the blog further
12. Social Media - think strategically, not tactically
13. The key players: Facebook, Twitter and more
14. Using social media for search
15. Getting the tone right
16. Dealing with comments and feedback
17. Group summary of the day

At a glance

The right course for you
Understand what works and apply this to your writing

Upgrade available
You can upgrade to our qualification – The IDM Award in Digital Copywriting, visit theidm.com/adc

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit www.theidm.com/cgc

Copywriting for Not-for-Profit

Get results from your fundraising copy

Understand how to sell ideas and grab attention

Discover the persuasion methods that work best for this sector with practical advice on how to improve response rates

/ Apply behavioural science to get more people to read whatever you write

/ Use statistics, stories, typography and more to engage, persuade and get results

/ Write equally effectively for acquisition, retention and lapsed supporters

Modules:

1. Core principles and best practices
2. Writing for acquisition, retention and lapsed supporters
3. Adapting your copy to work on the web, email and mobile
4. Reviewing and critiquing copy

At a glance

The right course for you
Learn how to write effective and persuasive copy for not- forprofit campaigns in this
1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/cnfp

Copywriting for Social Media & Blogs

Discover how to write in a conversational style that engages readers and promotes response.

Establish an assured voice that resonates with your audience and your brand

/ Make the most of social media and blogs to get the best results for your business

/ Turn robust copywriting principles into compelling blogs and posts

/ Understand the benefits of the key social media platforms

Modules:

1. Introduction to writing for digital channels
2. Blogging: What makes a great blog?
3. Individual exercise: Create a new blog in WordPress
4. Taking the blog further
5. Social Media - think strategically, not tactically
6. The key players: Facebook, Twitter and more
7. Using social media for search
8. Getting the tone right
9. Dealing with comments and feedback
10. Group summary of the day

At a glance

The right course for you
Learn to engage your audience with techniques for writing blog posts and social media updates

Upgrade available
Also forms part of a 2 day course – Copywriting for Digital, visit theidm.com/cgc

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/csb

Copywriting for Web & Email

Write copy that attracts, engages and influences readers. Learn how good copywriting can boost results, from better search engine optimisation to improved email response

/ Understand how your audience interacts with digital content as opposed to print

/ Create the most effective web copy that attracts and extends the journey of more visitors

/ Write to engage your audience, to attract search engines and to appeal effectively to both B2B and B2C audiences

Modules:

1. Introduction to writing for digital channels
2. Breaking down the brief
3. Expanding the content for web pages
4. Making emails and email marketing campaigns work harder
5. Editing and repurposing content for digital channels

At a glance

The right course for you
Learn how to write effective, persuasive copy for web and email in this 1-day course featuring both theory and practice

Upgrade available
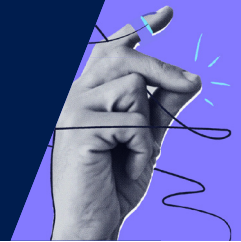Also forms part of a 2 day course – Copywriting for Digital, visit theidm.com/cgc

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/cwe

Copywriting Masterclass

Understand and apply the advanced techniques and drivers that help you plan, write and review copy that really engages, persuades and sells – whatever the medium

/ Understand the science of how people read copy and use it to your advantage

/ Define and articulate the real value in a sales proposition

/ Use both emotional and rational drivers to compel and persuade, and structure,

/ write and adapt your copy to suit all primary marketing media

Modules:

1. The science behind how people read and react to your copy
2. The power of persuasion and the importance of structure
3. Copywriting best practice: practical tips and advice
4. How to adapt your copy to work in every key channel and application

At a glance

The right course for you
Learn advanced techniques behind copy that persuades and sells in this 1-day course featuring both theory and practice

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/copa

Copywriting: An Introduction

Get practical experience of writing in an effective and arresting way. Optimise your response with stronger calls to action

/   Understand the principles of responsive copywriting

/   Apply the same principles to write more creative, engaging, effective copy

/   Clearly define your target audience for each piece of writing

Modules:

1.   Getting started
2.   Analysing copy in the public domain
3.   Using The I.D.E.A principle - get writing
4.   Applying The I.D.E.A principle to your work
5.   Your take-home set of copy tools

At a glance

The right course for you
Learn the principles behind writing copy that sells in this 1-day course featuring a mixture of theory and practice

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/copr

How to be a More Effective Creative

Reignite or fan the flames of ambition, capability and effectiveness with provocations and practical techniques to help set benchmarks and inspire. All lessons learnt from a long career at the creative coalface.

/ Build on six key areas that affect your creativity and find new ways to have ideas

/ Engage the support of others to increase your effectiveness

/ Use 'why' to have more effective ideas and use truth as a weapon

Modules:

1. The Innovation Engine & the conditions for effective creativity
2. Knowledge
3. Imagination
4. Attitude
5. Resources
6. Environment
7. Culture
8. Action plan: how to be a more effective creative

At a glance

The right course for you
Understand how to inspire creativity and effectiveness in your workplace.

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/efc

Storytelling for Marketers

The course will explore the key components, characters and narrative arcs that create a compelling and persuasive selling story

/ Why storytelling is such a powerful and persuasive method of communication

/ When and where storytelling should be used to promote your brand, organisation, products or services

/ How and why storytelling wins, hearts as well as minds of your customers

Modules:

1. Understanding the concept of Storytelling
2. The role of Storytelling in modern marketing
3. How to create a story your people want to tell and customers want to hear
4. Expert Storytelling tips that boost outcomes and avoid mistakes
5. What's your story?

At a glance

The right course for you
The course will explore the key components, characters and narrative arcs that create a compelling and persuasive selling story.

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/sty

/ Short Courses: Customer Engagement

Customer Acquisition

Create an acquisition communication plan and develop your proposition strategy. Measure and test your campaigns to improve results

/ Establish and clarify your goals with regards to your digital content

/ Plan your content to ensure your copy achieves your organisation's aims

/ Define the key steps in your users' journey and plan content against this

Modules:

1. Understanding today's decision-making process for prospects and customers
2. Finding and acquiring more of the right customers
3. Setting meaningful objectives
4. Developing an acquisition strategy
5. Creating an acquisition communication plan
6. Developing your proposition and creative strategy
7. How to develop long-term acquisition marketing strategies

At a glance

The right course for you
Understand and apply the strategies needed to acquire new customers in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/acq

Customer Insight

Boost value for you and your customers with customer insight. Learn how to gain a competitive advantage by understanding the behaviour of your customers and their value to you

/ Understand how customer insight can increase value for both your business and your customers

/ Identify and understand the sources of insight and how it delivers competitive advantage

/ Plan the development of customer insight for your business, aligned with marketing strategy

Modules:

1. The meaning of insight and its relationship with business success
2. What customer insight covers
3. Developing customer insight
4. Applications of customer insight
5. Planning and managing your insight capability and activity
6. Technology
7. Next steps

At a glance

The right course for you
Understand your customers better and use what you learn about them to improve your marketing in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/cin

Customer Retention

Understand how to use data to create more personal communications with customers and prospects

/ Understand the real nature of customer loyalty and the true meaning and application of CRM

/ Understand how your customers interact, use and buy (or not) from your brand

/ Use analytical methods to measure customer retention and loyalty, and plan and target a customer contact strategy that uses online and offline communications

Modules:

1. Understanding your customer
2. Measuring loyalty
3. Planning your strategy
4. The importance of data
5. Customer retention – making it work in practice

At a glance

The right course for you
Understand and apply the strategies needed to keep your customers happy and keep them as customers in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/ret

/ Short Courses: Data & Analytics

Data Analytics
for Marketers

Turn your customer data into intelligence, and turn your intelligence into greater, and measurable, marketing success with this popular data analytics course

/ Identify which statistical methods are most useful to marketers

/ Maximise the effectiveness of the data you hold and implement predictive modelling techniques and segmentation methods

/ Use the findings appropriately and effectively to inform future strategies

Modules:

1. Why data analysis is so important
2. Getting to know your data
3. Looking for key relationships within your data
4. Using modelling techniques to predict the future
5. Using segmentation methods to acknowledge differences amongst your customers
6. Descriptive segmentation techniques
7. Using segmentation to make predictions about future marketing
8. performance Bringing it all together

At a glance

The right course for you
Learn to analyse your data and turn what you discover into valuable insights for your marketing in this 2-day course

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/uda

Data-Driven Marketing

Learn the essential metrics to help you measure campaign performance, calculate customer value, and develop strategies for improved, insight-based, ROI-focused marketing

/ Use data to improve the efficiency and effectiveness of your marketing programmes

/ Understand the metrics to evaluate your marketing performance and use data to determine the value of your customers

/ Implement a test programme to improve campaign performance

Modules:

1. Using data to drive the business forward
2. Understanding the importance of Customer Insight
3. The what, when and how of testing
4. Evaluating your results and applying to future campaigns

At a glance

The right course for you
Learn the principles of Data-Driven Marketing, to plan, build and refine digital campaigns based on data in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/mpc

Google Analytics: Advanced

Drive better results from your website with a deeper understanding of Google Analytics

Discover advanced techniques that will help you segment data and drill deeper into your metrics

/ Implement best practice guidelines and make the most of advanced Google Analytics techniques

/ Segment, drill deeper and share reports for different channels such as SEO, PPC and social media

/ Create multichannel funnels and see when your marketing channels work together to boost sales and increase conversion rates

Modules:

1. Universal Analytics - A Change to the Way Data is Collected & Organised
2. Selecting Data to Include in Your Google Analytics Reports
3. Data Filters for View
4. Content Reports
5. Traffic Sources
6. Organic Search Traffic
7. Paid Search Tracking - Google AdWords & Bing Ads
8. Social Media Traffic
9. Campaign Tracking
10. Goals and Funnels
11. Ecommerce Tracking
12. Multi-Channel Funnels
13. Advanced Reporting
14. Internal Site Search
15. Event Tracking & Virtual Pageviews
16. The Custom Visitor Segment Variable
17. Advanced Customisation

At a glance

The right course for you
Learn to analyse your data and turn the advanced features of Google's suite of Analytics to get the most out of your digital marketing

Also forms part of a 2 day course – Google Analytics: The Complete Guide, visit theidm.com/goo

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/goa

Google Analytics: Essentials

Understand the key Google Analytics reports, and learn how to interpret them to make the most of your data and your marketing in this hands-on, practical training course

/ Configure your Google Analytics dashboard and create customer alerts to improve the accuracy of your reports and get the most out of your data

/ Compare multiple metrics using advanced segments to set actionable KPIs and develop your reporting

/ Understand campaign attribution through the multichannel funnel

Modules:

1. General introduction to Google Analytics
2. Cookies
3. Importance of configuring and customising Google Analytics properly
4. Managing Google Analytics
5. Adding annotations to reports
6. Universal Analytics - a change to the way data is collected and organised
7. Selecting data to include in your Google Analytics reports
8. Defining and measuring actionable metrics - Visits, Unique Visitors, Pageview and Time Metrics
9. Understand the Analytics Account Structure
10. Data Filters for View
11. Content Reports
12. Traffic Sources
13. Organic Search Traffic
14. Paid Search Tracking - Google AdWords & Bing Ads
15. Social Media Traffic
16. Campaign Tracking
17. Goals and Funnels
18. eCommerce tracking
19. Internal site search
20. Event tracking and virtual pageviews

At a glance

The right course for you
Learn how to use Google's suite of analytics to better understand your customers and how they digitally interact with you

Also forms part of a 2 day course – Google Analytics: the complete guide, visit theidm.com/goo

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/goi

Google Analytics: The Complete Guide

Learn how to get accurate reports that help you boost your marketing campaigns

Discover how to measure SEO, PPC, social referrals, email, banner campaigns and other online activities effectively

/ Configure Google Analytics for your specific business needs to ensure your reports are as accurate as possible

/ Accurately measure your SEO, PPC and all online activities correctly through proper tagging - such as for email and banner ad campaigns

/ Boost the quality and effectiveness of your marketing campaigns by encouraging more high-quality clicks and lowering your costs

Modules:

1. General Introduction to Google Analytics
2. Cookies
3. Importance of Configuring & Customising Google Analytics Properly
4. Managing Google Analytics
5. Universal Analytics - A Change to the Way Data is Collected & Organised
6. Selecting Data to Include in Your Google Analytics Reports
7. Defining and Measuring Actionable Metrics - Visits, Unique Visitors,
8. Pageview & Time Metrics
9. Understand the Analytics Account Structure
10. Data Filters for View
11. Content Reports
12. Traffic Sources
13. Organic Search Traffic
14. Paid Search Tracking - Google AdWords & Bing Ads
15. Social Media Traffic
16. Campaign Tracking
17. Goals & Funnels
18. Ecommerce Tracking
19. Multi-Channel Funnels
20. Advanced Reporting
21. Internal Site Search
22. Event Tracking & Virtual Pageviews
23. The Custom Visitor Segment Variable
24. Advanced Customisation

At a glance

The right course for you
This two-day course gives you a comprehensive understanding of Google Analytics

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/goo

/ Short Courses: Digital Marketing

Pay Per Click (PPC)

This one-day PPC training course helps you structure and manage PPC campaigns that increase the number and quality of visitors to your website - and keep acquisition costs to a minimum

/ Understand the role of PPC in the search marketing landscape

/ Develop and implement PPC campaigns that increase high quality clicks and raise Quality Scores

/ Craft highly effective PPC ads that encourage click-throughs while continuously testing

Modules:

1. An introduction to PPC
2. Keyword research
3. Keyphrase analysis: its role in search marketing
4. Keyphrase development: first steps
5. Keyphrase development: adding sophistication
6. Adwords
7. Advanced PPC marketing
8. Retargeting
9. Setting objectives: selecting metrics

At a glance

The right course for you
Understand and apply the principles of PPC in this 1-day course featuring a mixture of theory and practice

Upgrade available
Also forms part of a 2-day course – Search Engine Marketing: SEO & PPC visit theidm.com/sem2

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit www.theidm.com/ppc

Programmatic Marketing: Essentials

Make affiliate marketing work better for your business. Learn how to devise a strategy, set objectives and measure results

/ Understand what programmatic is and how this approach has fundamentally changed the media buying landscape

/ Review the data process and the key stakeholders who make up the value chain, using the Programmatic framework

/ Recognise the opportunities and threats of using programmatic from a practical and legal and compliance perspective, when should Programmatic be used and when shouldn't it

Modules:

1. What is programmatic marketing?
2. Developing a programmatic marketing strategy
3. Connecting the dots: turning your strategy into action
4. How to measure programmatic
5. What is the future of a programmatic world?

At a glance

The right course for you
Learn how Programmatic Buying has changed media buying and how you can apply the principles to your business

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/prom

Search Engine Optimisation (SEO)

Discover the strategies, tools and techniques that will help improve your results in today's highly competitive organic search engine rankings and get the most from your campaigns

/ Develop a search engine-friendly website by optimising its structure, design and usability

/ Ensure search engines index your website content quickly, accurately and to maximise results

/ Apply keyword analysis techniques to optimise your site and boost its relevance for search

Modules:

1. An introduction to SEO
2. Keyword research
3. Structural optimisation for SEO and its impact on web design
4. Content strategy and link building
5. Setting objectives: selecting metrics

At a glance

The right course for you
Understand and apply the principles of SEO in this 1-day course featuring a mixture of theory and practice

Upgrade available
Also forms part of a 2-day course – Search Engine Marketing: SEO & PPC visit theidm.com/sem2

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/seo

Search Engine Marketing: SEO & PPC

Learn how to get higher search rankings, increase visitors to your site and maximise ROI on this intensive two-day course.

Boost conversion rates and measure your results with effective actionable insights.

/ Develop an integrated search marketing plan that maximises your SEO and PPC efforts

/ Create landing pages that will boost conversion rates for both SEO and PPC

/ Apply keyword analysis to optimise your site for SEO and make your PPC activity more effective

Modules:

Day 1:

1. An introduction to SEO
2. Keyword research
3. Structural optimisation for SEO and its impact on web design
4. Content strategy and link building
5. Setting objectives: selecting metrics

Day 2:

6. An introduction to PPC
7. Keyword research
8. Adwords
9. Advanced PPC marketing
10. Retargeting
11. Setting objectives: selecting metrics
12. Additional opportunities

At a glance

The right course for you
Drive sustained traffic growth through your SEO and PPC activity

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/certsm

/ Short Courses: Email Marketing & CRM

Digital CRM

Plan, implement and manage an engaging, accountable strategic online CRM programme that delivers improved and measurable results for your business

/ Effectively manage relationships with customers and communicate with them on an individual basis to establish, develop and maintain a successful relationship

/ Plan strategic online CRM programmes with an understanding of eCRM key performance metrics

/ Discover how the common features of ESPs and marketing automation platforms can be tailored to suit your needs

Modules:

1. Benefits of a successful eCRM strategy
2. Choosing the right eCRM agencies and suppliers
3. Developing your eCRM strategy
4. Understanding and managing your data
5. The core of a solid eCRM strategy: email marketing campaign execution & analysis

6. The technical side of email marketing: getting your emails to the inbox
7. Understanding eCRM metrics

At a glance

The right course for you
Understand and apply CRM Strategies to improve your brand's effectiveness in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/ecrm

Email Marketing: Strategy

Maximise response, conversion and ROI from your email campaigns on this one-day course, with advanced techniques for segmenting, targeting, integration and automation

/ Evaluate the use of email as a marketing tool for your business

/ Set objectives and messaging strategies to achieve the right results

/ Understand what, when and how to measure – and explore the opportunities for harnessing technology and wider channels

Modules:

1. An introduction to email marketing
2. Developing an email marketing strategy
3. Triggered and automated emails
4. Optimising your email campaign

At a glance

The right course for you
Understand and apply the strategies underpinning successful email campaigns in this 1-day course

Upgrade available
Also forms part of a 2 day course, which you can upgrade to – Email Marketing: Strategy and Tactics, visit theidm.com/cme

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/embc

Email Marketing: Strategy and Tactics

Learn how to get better response, more conversions and higher ROI. Gain the confidence to optimise all aspects of your email marketing

/ Evaluate the use of email and set the right objectives for your business

/ Understand the importance of good data, testing and of measuring results

/ Understand the influence of design and copy

Modules:

1. An introduction to email marketing
2. Developing an email marketing strategy
3. What is an email list and how do you grow one
4. Triggered and automated emails
5. Optimise your design and structure in your email campaign
6. Create engaging content in your email campaigns
7. Preparing to go live
8. Optimising your email campaign

At a glance

The right course for you
In this 2-day course you'll go step by step through the planning, creation and delivery of high quality email campaigns

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/cme

Email Marketing: Tactics

Discover what you need to create effective, results-driven email marketing campaigns, from design and delivery, through to testing, measuring and analysis

/ Set the foundations for success with good quality data

/ Understand the influence of copy and design for different devices

/ Identify the key factors affecting email delivery – and understand lifetime value to develop effective retention programmes

Modules:

1. What is an email list and how do you grow one
2. Optimise your design and structure in your email campaign
3. Create engaging content in your email campaigns
4. Preparing to go live

At a glance

The right course for you
Understand and apply the tactics used in successful email campaigns in this 1-day course

Upgrade available
Also forms part of a 2 day course, which you can upgrade to – Email Marketing: Strategy and Tactics, visit theidm.com/cme

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/emsi

/ Short Courses: Optimisation

Conversion Rate Optimisation (CRO)

Learn how to convert more web visitors into customers.

Discover new optimisation tools and technologies to improve your outcomes.

/ Understand the principles of CRO and why it will benefit your business

/ Assess the hierarchy of goals on your web pages- what are you asking your users to do?

/ Effectively identify and use the optimisation tools available, and design optimisation testing from hypothesis to results analysis

Modules:

1. About Conversion Rate Optimisation
2. The Conversion Optimisers toolkit
3. Testing
4. Live website assessment and workshop
5. Improving your website

At a glance

The right course for you
Learn the principles and approaches to improve and refine your copy and design by iteration for more sales

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/dpw

User Experience

Create the best possible experiences for your web and mobile visitors

Understand your customers'needs and use these insights to optimise your design and content

/ Better understand user experience (UX) and why it is important

/ Understand your customers' needs and what they value with mobile and online customer journeys

/ Learn how to map the customer journey, identify opportunities on web and mobile and learn how to create a better user experience through User-Centered Design (UCD) methods

Modules:

1. Understanding your customer and usability research
2. Mapping the experience, user flows and Information Architecture
3. User-Centered Design (UCD)
4. Wireframes and prototyping
5. Optimising content and page composition
6. Testing the experience

At a glance

The right course for you
Learn how to test and improve your web and mobile media using analytics tools and techniques

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/cxp

/ Short Courses: Planning & Strategy

Budgeting for Marketers: Essentials

Get a greater understanding of the numbers that underpin your marketing. This introduction will help you to create the right financial business case and measure outcomes

/ Gain a greater understanding of direct and digital marketing metrics

/ Gauge the success and failure of your marketing activity

/ Understand the principles and the terminology of budgeting – and build the financial business case for campaigns

Modules:

1. Principles of budgeting for direct and digital marketing

2. The building blocks of direct and digital marketing metrics

3. Accounting definitions made easy

4. Performance measurement systems for direct and digital marketing

5. Budgeting for digital marketing

At a glance

The right course for you
Understand the numbers behind your campaigns in this 1-day course in budgeting, featuring a mixture of theory and practice

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/ffm

Campaign Planning

You'll be guided through each stage of a campaign plan, from positioning in the market to measuring how it goes

Learn how to reach your target audience and attract interest for your proposition

/ Set suitable targets for what the campaign should achieve, and define the right target audience for your campaign

/ Decide what media and channels to use and how to combine them

/ Put together a creative brief for all the elements of the campaign, set a budget and put in place measurement strategies

Modules:

1. Understanding what you are promoting
2. What you want to achieve
3. Who do you want to reach?
4. How to reach your target audience
5. How to attract interest
6. Working within a budget
7. Creating a project plan
8. How to measure how well it goes

At a glance

The right course for you
Learn to plan effective marketing campaigns in this 1-day course, which features a mixture of theory and practice

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/1cpm

Digital Marketing Strategy

Provide digital marketers with a structured and practical approach to developing customercentric digital marketing strategies

/ A practical planning framework ensures your strategy lays the foundation for powerful strategy development

/ A grounded strategy focuses your targeting decisions, drives proposition development and supports CX across each Customer Journey touchpoint

/ To build efficient and effective data, channel and creative strategies that support and evaluate the delivery of your digital strategy

Modules:

1. Planning Framework – how strategy fits into the digital marketing plan
2. Strategy development – from optimised targeting decisions to enhanced
3. Customer Journey planning
4. How to build efficient and effective data, channel and creative strategies
5. The customer-centric strategy workshop

At a glance

The right course for you
Develop a Planning framework to ensure your strategy lays the foundation for powerful strategy development

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/dms

eCommerce Strategy

Develop the skills and confidence to devise and implement an eCommerce strategy that gets results in the face of ever-changing technology and consumer expectation

/ Understand today's eCommerce world, the omnichannel customer and what they value most

/ Grasp what is driving the eCommerce and mCommerce revolution: technologies, payments, consumer behaviour

/ Improve eCommerce experiences through User Centred Design and UX

Modules:

1. Introducing the world of eCommerce
2. Consumer led eCommerce strategy
3. Group exercise
4. 10 key UX ingredients of high performance eCommerce sites and apps
5. Core online design and build
6. Wireframes and rapid prototyping
7. Optimising your eCommerce performance
8. Action plan - putting learnings to practice

At a glance

The right course for you
Understand and apply eCommerce Strategies to improve your brand's digital sales in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/ecom

Integrated Marketing Strategy

Gain a thorough knowledge of the strategy process and learn to develop and implement robust marketing strategies in line with your organisation's wider business objectives

/ Plan, create and implement effective strategic marketing plans

/ Understand how to develop sustainable advantage

/ Manage your brand across multiple channels, and integrate your strategy across on and offline channels

Modules:

1. Understanding the business environment
2. Developing sustainable competitive advantage
3. Aligning strategy with customer groups
4. Strategy development and implementation
5. Measurement and control systems

At a glance

The right course for you
Understand and apply the strategies underpinning successful integrated marketing campaigns in this 1-day course

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/ims

/ Short Courses: Responsible Marketing

10 Steps to GDPR Compliant Marketing

GDPR is now underway, but many organisations still need to reflect on what it involves and critically fine-tune decisions made about how to handle its impact

/ Learn to be GDPR compliant in your day to day marketing activity

/ Discover the options you have open to you if your marketing list is depleted

/ Get to grips with handling customer data internally and with suppliers

/ This course will take you through the steps of building an action plan to take back to the office.

Modules:

1. Am I compliant?
2. Privacy notices and data protection statements, bring yours along to work through in the session.
3. As a marketer, are you clear on your liability when handling data
4. What is classed as a data breach?
5. Who can I send marketing communications to now?
6. We re-permissioned and have a smaller data base, what now?
7. Are your customer's wishes at the heart of your marketing
8. Embed compliant procedures through your organisation
9. Using Third Party Data – do we understand the rules and responsibilities?
10. Data had GDPR, E-Privacy is on its way for digital marketers

At a glance

The right course for you
Understand the principles of the GDPR

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/gdpi

Responsible Marketing: Privacy, Compliance and the Law

Get a great understanding of data protection, privacy and responsible marketing

Learn how to conduct marketing in responsible and ethical ways to meet the expectations of your customers and engender real trust and loyalty.

/ Grab an overview of the marketer's legal obligations and consumer rights

/ Learn the changing ways in which consumers view their data and privacy

/ Get a grounding in the principles of responsible marketing, the DMA Code and the fundamentanls of the marketing impacts of GDPR and ePrivacy regulation

Modules:

1. Context: the changing way that consumers view their data and privacy
2. The law: an overview of data marketer's legal obligations
3. It's time to make your own data work harder
4. Principles of responsible marketing including The DMA Code of Conduct
5. UK Preference Services – what are they and how should they be applied?
6. Using data compliantly via digital channels
7. 'How to meet consumer expectations and retain brand trust'

At a glance

The right course for you
Engender trust and loyalty with your customers by learning hoe to markets in a responsible way

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/res

/ Short Courses: Social Media

Influencer Marketing

Influence is power... Learn why influencers are so important for modern brands, how to implement an effective influencer marketing strategy, and ultimately, how to harness the power of influencer marketing

/ Understand what Influencer Marketing is and it's many different faces

/ Recognise how Influencer Marketing fits within the marketing mix and how to find the right influencers for your brand

/ Build a compelling proposition for your influencers, and understand the ladder of engagement to maximise your Influencer programme

Modules:

1. What is Influencer Marketing in today's world
2. How to find the right Influencer for your brand
3. How to get the most out of your Influencer Relations
4. Embracing Social Media to support your Influencer Strategy
5. Integration across the marketing mix
6. What does success look like?

At a glance

The right course for you
Learn how to use influencers – bloggers, celebrities and thought- leaders - to improve your marketing

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/inf

PR in a Changing Digital Landscape

The digital revolution has had a huge impact on the role that PR plays in any brand strategy

This course will look at how PR must align with marketing in today's 'connected' world

/ Embrace the new digital landscape for PR activity and understand why the tools available as a result of this digital explosion have never been more important

/ Deliver effective content to engage the multi-channel audience. Integrate digital media to work in tandem with PR to create brand advocates

/ Tell a better story through PR activity to drive media engagement and customer loyalty

Modules:

1. PR & the digital revolution
2. Embracing social media to drive your PR activity
3. The importance of creating strong content
4. Writing a news story that gets noticed in today's climate
5. Delivering a digital PR campaign for maximum impact in changing digital times

At a glance

The right course for you
Understand how digital media has disrupted PR, and learn how to apply the new rules to your business

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/prdg

Social Media: Strategy

Learn to create a results-driven social media strategy that's effective, measurable, accountable and contributes to the long-term success of your business

/ Understand your social media landscape

/ Build a long and short term social media plan that aligns to business objectives

/ Understand the importance of content, social listening, influencers and communities

Modules:

1. An introduction to social media and engagement
2. Developing a social media strategy
3. Setting objectives and KPIs
4. Social listening
5. Identifying influencers

At a glance

The right course for you
Understand and apply the strategies underpinning successful social campaigns in this 1-day course

Upgrade available
Also forms part of a 2-day course – Social Media: Strategy, Tools and Tactics, visit theidm.com/csm

1 Day

Study mode
Virtual Classroom - Tutor-led

7 CPD Hours

To book, or for more information, visit
www.theidm.com/smst

Social Media: Tools and Tactics

Turn your social media strategy into actions, with all the tools and processes you need to implement and manage successful social media campaigns for your business

/ Translate social media strategy into actions that get the best results for your business

/ Develop social media processes that minimise effort and maximise effectiveness

/ Make the most of social media tools, develop social listening, create social media content

Modules:

Day 1:

1. An introduction to social media and engagement
2. Developing a social media strategy
3. Setting objectives and KPIs
4. Social listening
5. Identifying influencers

Day 2:

6. Selecting a social platform
7. Building a content strategy and implementing a plan
8. Optimising your social media campaign

At a glance

The right course for you
This two-day course gives practical advice that will help you boost your social media marketing results

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/com

Social Media: Strategy, Tools and Tactics

Learn how to develop a strategy, set objectives and identify social influencers. Discover the best social platforms for you and plan your social content effectively

/ Understand your social media landscape

/ Build your social media plan, define processes and determine KPIs

/ Implement effective social media activity that contributes to your business objectives

Modules:

Day 1:

1. An introduction to social media and engagement
2. Developing a social media strategy
3. Setting objectives and KPIs
4. Social listening
5. Identifying influencers

Day 2:

6. Selecting a social platform
7. Building a content strategy and implementing a plan
8. Optimising your social media campaign

At a glance

The right course for you
This two-day course gives practical advice that will help you boost your social media marketing results

Upgrade available
You can upgrade to our qualification – The IDM Professional Certificate in Social Media, visit theidmcom/certsocm

2 Days

Study mode
Virtual Classroom - Tutor-led

14 CPD Hours

To book, or for more information, visit
www.theidm.com/csm

Get in touch with our
Learning & Development consultants
who will help you design your
training path on 0208 614 0255
or email us at training@theidm.com

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