IDM Prospectus

- IDM Professional Diploma in Digital Marketing
- IDM Professional Diploma in Data-Driven Marketing
- IDM Postgraduate Diploma in Digital Marketing
- IDM Postgraduate Diploma in Data-Driven Marketing

idm

the institute of direct and digital marketing

Your stories are our story

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theidm.com
ask@theidm.com
020 8614 0227

"This course has delivered by the bucket load! I am involved in a far greater depth with my clients than ever before."

Matthew Hollingsworth,
Client Partner at Merkle

Prospectus content guide

Everything you need to know to make an informed decision

Meeting the quantum skills challenge

As digital disruption continues to redefine business and the roles of digital and data-driven marketers, IDM professional alumni continue to prove that qualified professionals significantly improve their chances of building successful careers.

As an award-winning training company and a social enterprise that puts professional standards and people before profits, the IDM and our continuously evolving qualifications set the bar for professional recognition among employers.

We designed this Professional and Postgraduate prospectus to help you consider how best to begin the process of transforming your career by answering two simple questions:

1. **Do you have a minimum of 18 months' operational experience in a marketing-related role?**

   If yes click here

2. **Do you have a minimum of 4 years' operational or management experience in a marketing-related role?**

   If yes click here

Two Professional Diploma qualifications

One decision to make

If you are involved in tactical digital operations at executive or manger level and your objective is to master the full range of digital channels and put together actionable and accountable digital campaigns, the IDM Professional Diploma in Digital Marketing is the first qualification to consider.

If yes click here

If you are involved in tactical elements of data, direct or digital operations and are looking to integrate your data-driven marketing communications campaigns, then the IDM Professional Diploma in Data-Driven Marketing is the first qualification to consider.

If yes click here

"I was able to implement what I learned immediately. An excellent array of highly qualified and engaging tutors, I would not hesitate in recommending."

Gillian Nugent,
Senior Digital Marketing Executive,
Hymans Robertson

The IDM Professional Diploma in Digital Marketing

Course Information

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. Equivalent to Level 6 qualification (Bachelor's Degree) and is made up of 16 modules.

Everything you need to know about digital channels and campaign planning

The IDM Professional Diploma in Digital Marketing qualification will help you transform the way you:

- 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 tools within the marketing communications mix

- Continuously improve the contribution of digital technologies to your organisation

"I feel I now have the tools to engage in digital marketing from strategy and planning to execution and optimisation."

Hans Broman,
Head of E-Commerce, VR Group

Module 01

How digital continues to transform the role of marketing in business

Learning objective:
Understanding the key factors that drive the growth and impact of digital marketing on customer experience.

- ■ How digital marketing continues to redefine our ability to target and connect with customers

- ■ Why developing real-time engagement is changing the role of marketing and marketers

- ■ The importance of building mutually beneficial relationships with customers

- ■ How digital transformation will shape the business of the future

- ■ Uncovering the essential attributes of core digital channels:

  - SEO that supports brand activation

  - PPC that optimises conversion opportunities

  - Social channels that engage every moment of the customer journey

  - Display advertising that builds brand awareness and drives conversions

- Mobile marketing that supports contextual and personal engagement

- Affiliate Networks that extend reach through individual intermediaries and comparison websites

- Email that maximises the lifetime value of customers

Module 02

How understanding consumer preference and behaviour helps us to be better digital marketers

Learning objective:
Understanding how consumers make purchasing decisions is the key to optimal targeting and proposition development.

- How different sources of primary and secondary data help us to understand the characteristics of consumers in the digital marketplace

- How and when to use quantitative and qualitative customer research to deepen prospecting and targeting insights

- To use analytics reports to improve targeting options and identify the key drivers of response

- How developing Personas helps digital marketers generate actionable insights that improve the planning process

Module 03

How efficient and practical planning processes build optimal digital marketing campaigns

Learning objective: Understand how successful digital marketing campaigns are driven by tried and tested planning frameworks that help us explore market conditions, develop actionable responses to surfaced insights and define success.

- How conducting a 12-point situation analysis helps us build a solid foundation for digital marketing plans

- Why SMART objectives are tested against allowable marketing cost

- How strategy helps us to improve the quality of targeting and customer engagement on the increasingly complex pathway to purchase

- How a wide range of customer and business variables drive tactical channel selection

- How inspirational creative and informative content improve campaign performance

- Why every successful digital marketing campaign is built around a detailed timing and action plan

- How practical budgeting, benchmark analysis and forecasting processes help you assess the potential of your digital marketing plans prior to delivery

Module 04

Building user-centric websites that support customer and digital marketing objectives

Learning objective: Understand how user-centered design processes and digital technologies help us to develop web s that enhance customer experiences.

- How to define the purpose of a website from customer, business and ecommerce points of view

- How user-centered design helps us explore the needs, tasks and digital environments that define user experience (UX)

- Using waterfall and agile site development approaches to scope and manage the development of web projects

- Improvements to UX through sitemaps, wireframes and user testing

- Developing criteria for choosing design, developer and tech partners that support customisation, reliable web hosting and maintenance programmes

- The ongoing relationship between web developers and digital marketers

Module 05

Understanding the fundamental importance of Search Engine Marketing to digital marketing

Learning objective: Understand how SEM (SEO and PPC) plays a vital role in building brand engagement and sales opportunities at all points on the pathway to purchase.

- How search engine marketing (SEM) works across the customer journey

- How to build keyword strategies that drive optimised organic search results on a landing page by landing page basis

- The importance of indexing content and developing comprehensive and link partnerships to improve rankings

- Using the keyword optimising power of Pay Per Click (PPC) to drive sales

- How to set up and manage PPC accounts to optimise campaign performance

- Using analytics to continually improve SEM performance

Module 06

How Display Advertising builds awareness and generates efficient conversion opportunities for digital marketers

Learning objective:
Understanding how channel preference, media research, targeting systems and ad-serving technology combine to build brands and drive sales efficiency.

- ■ How real-time bidding and programmatic technology platforms help advertisers, publishers and consumers connect in real-time

- ■ The importance of a focused display advertising strategy

- ■ To explore the wide range of targeting options across different display networks

- ■ To evaluate best practice inventory investment and bidding strategies

- ■ Developing contextually relevant, original and impactful display ad creative

- ■ How to ensure your advertising campaign management is efficient and accountable

Module 07

Using email marketing to build high-value digital relationships with prospects and customers

Learning objective: Understanding the relevant strategies, targeting methods, technologies and permissions needed to deliver customer-centric email marketing campaigns.

- How email campaigns can deliver a higher return on marketing investment than any other digital channel

- To develop a permission-based email strategy that recognises the long-term value of customers

- How segmentation, targeting, timing, testing and behavioural triggers optimise email campaigns

- Why ESP technology and data insight are important to subscriber-centric email marketing plans

- How automation, personalisation, dynamic content optimization and testing improve every aspect of email marketing, including: nurture, onboarding and lifecycle campaigns

- Exploring the metrics that define core key performance indicators for email campaigns

Module 08

How Content Marketing helps consumers make more informed purchasing decisions

Learning objective:
Understanding the practical role content marketing plays in digital marketing campaigns.

- How content marketing supports the consumer decision making process from brand awareness to advocacy
- The qualities of ad formats on different social networks

- Developing and working with different content models
- How to build a flexible approach to content planning and development

- Developing and optimising content for text, image and video-based delivery
- The process of useful content creation, UGC and the value of storytelling
- Developing and executing content planning frameworks

Module 09

Exploring the use of Social Media channels to build, acquire, convert and retain target audiences and customers

Learning objective:
Understand how social media channels can be used to support all aspects of your customer acquisition, conversion and retention plans.

- Why analysing social platform preferences and influencer analysis helps us define the best role for social media in our digital marketing campaigns

- How social media helps build brand awareness and preference

- Why social media offers opportunities to engage with communities and identify customer preferences

- How paid social media can drive sales

- How to analyse social channels to monitor sentiment and competitor activity

- To exploit the power of influencers to extend campaign reach and enhance cross channel performance

- To use social media channels as customer service tools

- To use monitoring and analytics dashboards to improve the media-multiplier effect of social campaigns

Module 10

Extending the reach of digital marketing campaigns through Affiliate Marketing

Learning objective: Develop an understanding of the affiliate channel, technologies, remuneration models and controls needed.

- How affiliate marketing extends campaign reach, improves performance and delivers transparent campaign attribution

- How individual affiliates, publishers and affiliate networks use technology to deliver measurable customer experiences

- How to evaluate key performance indicators of competing affiliate networks

- The cost and commission structures of affiliates and affiliate networks

- How collaborative work practices and continuous network assessment helps maintain affiliate marketing's exceptional ROI levels

Module 11

Understanding the personal and contextual role of Mobile in digital marketing campaigns

Learning objective:
Understanding the precision targeting opportunities that make mobile marketing one of the most effective digital channels.

- How mobile fits into a personalised digital marketing strategy

- To assess the influence of mobile on customer behaviour across the digital and physical customer journey, and the legal implications

- How to make use of mobile's contextual targeting, app engagement, video, livestreaming, instant messaging, interactive NFC features and mobile payments capabilities

- How to set up tracking and data-management for omnichannel and multi-device engagement across mobile, desktop, in-store and print

- To identify and use different ROI and attribution models that measure the success of mobile marketing activities

Module 12

Developing a data acquisition and management strategy that is an integral part of digital campaign planning and delivery

Learning objective: Understand how technology helps us collect, evaluate and report on the quantitative and qualitative data that supports our digital marketing decisions.

- How data-driven decisions improve the way we reach, engage, convert, retain and grow our customer base

- The four Vs of Big Data

- How to map customer contact and data points

- Evaluate the four types of customer data

- Data for customer profiles

- How Data Management Platforms work

- How to use databases, data modelling and data mining to surface RFV segmentation and Lifetime Value insights

- How developing Single Customer View supports customer experience

Module 13

Developing digital marketing propositions, ideas and creative that inspire target audiences

Learning objective: To understand how customer insights and creative ideas combine to develop inspirational digital marketing campaigns.

■ How customer insight can be used to inspire creative that works across digital and physical channels

■ The factors that define memorable digital creative ideas at both the strategic and tactical level

■ The way specific objectives and targeting options shape campaign executions

■ The critical importance of in-depth customer research and segmentation strategies to powerful propositions development

■ How to develop informative and inspirational digital creative briefs that improve the quality of work and improve workflow

■ How to evaluate and respond to digital creative ideas and concepts with impartial and constructive objectivity

Module 14

How regulation, permission and codes of practice inspire efficient digital marketing

Learning objective:
To understand all aspects of law and codes governing digital marketers and digital marketing campaigns.

- Why compliance defines professional digital marketers

- How marketing permission is a key driver of customer value

- How legal frameworks relating to personal data and consent (including PECR and GDPR) affect digital marketing practice

- What Marketers, Data Controllers and Data Processors need to know about data protection and privacy legislation across the digital channels

- Consent, legitimate interests and individual rights under GDPR

- How MPS, TPS and DMA best practice guidelines help improve campaign performance and protect the rights of consumers

- How independent regulators such as ASA, CAP and IAB set advertising codes and enforce accountable standards

Module 15

Understanding the metrics that help us control and refine digital marketing campaigns

Learning objective: Understanding approaches for measuring and improving web marketing performance, onsite acquisition, conversion and retention.

- Why digital campaign performance must be linked to clearly defined business objectives and campaign KPIs

- How the performance of different digital channels requires a range of specific metrics to define their contribution

- Why testing is important to improving digital marketing performance and customer experience

- Why every landing page should be part of a systemic CRO testing strategy

- How tag management and attribution modelling helps assign credit for multi-channel campaigns and identify optimisation opportunities

Module 16

Exploring the near-future of data-driven digital marketing

Learning objective: Develop personal insights into how digital marketing will continue to constantly change the way marketing and marketers work.

- How brands, agencies, journalists and researchers see the future of digital marketing from different perspectives that are useful to marketers

- Which brand, agency and technology trends are most likely to bring significant changes to digital marketing

- How agency/client relationships and work practices are changing to meet the needs of real-time consumer engagement

- How technologies such as AI, AR, NFC IoT and Blockchain will change customer experiences in ways that are hard to imagine

- How combining the best of marketing automation with human inspiration is the key to increased productivity in digital marketing

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The IDM Professional Diploma in Data-Driven Marketing

Course Information

This programme is the equivalent to a Level 6 qualification (Bachelor's Degree) and is made up of 10 modules.

Everything you need to know about how to plan and implement data-driven marketing campaigns

Using direct marketing channels effectively is vital to any business:

- **Understand the principals of data-driven marketing**

- **How to capture and manage customer data**

- **Plan, develop and optimise the customer journey**

- **Look at segmentation methodologies and targeted data-driven marketing**

- **Maximise your campaigns by using measurement tools and analysis techniques**

"A very thorough and enjoyable experience that I could apply directly to my job from week one."

Martin Silcock,
Senior Manager, Consumer Intelligence, Nokia

Module 01

The Integrated Data-Driven Marketing mix

Learning objective: Understand the purpose and underlying principles of data-driven marketing and how to plan and manage the marketing mix.

- Purpose of Marketing – Find, Attract, Retain and Grow Customers

- Current and future challenges facing Marketing

- Marketing theory. Marketing practice. What is brand positioning?

- Challenging the silos of Marketing

- What it takes to be a data-driven marketing team and business

Module 02

Customer Relationship Marketing... or Management?

Learning objective:
Understanding how customers generate value for businesses, how to measure and evaluate and apply for maximum profit and ROI.

- The principles of Lifetime Customer Value and Data-Driven Marketing Communications planning

- The challenges of personalisation

- Implications for data-driven Customer Relationship Management (CRM)

- How to collect, validate, analyse and apply data to become a customer focussed business

- How customer and commercial data can play a leading role in Business strategy

- Technology to support CRM

- How to maximise ROI from marketing investment

Module 03

Privacy, Compliance and the law

Learning objective: The principles of managing data to enable a successful data driven business in a time of changing consumer expectations.

- Overview of the marketer's legal obligations and consumer rights

- The changing way that consumers view their data and privacy

- Principles of responsible marketing and DMA code of conduct

- GDPR, PECR now and E-Privacy regulations arriving in 2019

- UK preference services – what they are and how should they be applied.

- How to meet consumer expectations and retain brand trust

Module 04

Customer Insight for Marketing

Learning objective:
Understanding how customers think and behave and how you can use data and research to generate insight.

- Consumer buying theory – Sales funnel and 'Ladder of Loyalty'

- Consumer buying in practice and the modern context to communication

- What is Brand positioning and how do we compete?

- How does the consumer think and behave, as they consider and buy?

- Implications for successful data-driven marketing communications

- What is Big data?

- How do we capture and manage data for a Single Customer View (SCV)

- Segmentation and personalisation – customer relevance, data-driven marketing and business planning

- Segmentation methodologies and targeted marketing

Module 05

Customer Service experience strategy for ROI & Profit

Learning objective: Learn about tools and techniques to understand the customer journey and how segmentation and testing can create the most relevant and profitable customer experience.

■ Developing supporting service execution

- Service experience

- Optimising 'Bricks & mortar' and digital experience and delivery

- People – retail, remote (Call centre)

- Planning a Customer Contact strategy and communications

- Customer data requirements for personalised experience

■ Planning the most relevant customer journey and managing segments

■ Testing and measurement to continually optimise the customer journey

Module 06

Data-Driven Customer Acquisition strategy

"It's a fantastic experience that leaves you feeling inspired and motivated. If anyone is looking to start a career in marketing, I strongly advise coming to the IDM."

Lucy Brown Dip IDM

Learning objective:
Understand the range of data-driven media to reach consumers who find your brand most relevant and how to compare, evaluate and integrate for optimum mix and ROI.

- Media research and analytical tools

- Media mix – the role of different media, planning and implementation

- Information, costs by media

- Accurate tracking, measurement relevance

- Testing and evaluation

- Optimising the mix and integrating media to drive overall impact and ROI

Module 07

Retaining your best customers

Learning objective: Learn how to plan, develop and implement a mix of marketing channels to increase the preference your customers have for your brand

- The bonds that can exist between customers and brands

- Where to focus our efforts – LTV, RFV, Propensity modelling and segmentation

- Defining the Customer lifecycle and relevant contact strategies

- Customer communication – Direct, Digital, Social CRM and Service communications

- Permissions – how to ask and optimise positive response

Module 08

Creative strategy – communicating relevantly and persuasively

Learning objective:
Understand the core principles of data-driven marketing communications and how to apply them.

- Why briefs are as important to business as they are to creative development

- How to write a powerful proposition

- How to apply customer insight to the creative brief

This course is practical rather than just theory based, so you can apply your learnings to your everyday work.

Carly Granger, Dip IDM,
Marketing Assistant, Simply Health

Module 09

Testing to continually improve marketing performance

Learning objective: Learn how to plan and manage data for reliable testing.

- Why do we test?

- What to test?

- Building test matrices

- Testing offline – DRTV, press, direct mail, door drop

- Testing online – Path to Purchase (PTP), PPC, email, Social

- Understanding the statistical principles to create a valid test

- The roles for market research in data-driven marketing

Module 10

Planning and implementing Data-Driven Marketing Communications Campaigns

Learning objective: Understand how to prepare for and develop a structured approach to data-driven marketing communications planning.

- Planning and managing the process

- Choosing, briefing and co-ordinating resources

- Campaign management tools
  - Process including PERT and GANNT
  - Campaign team management
  - Refining the campaign

- Campaign evaluation, optimisation and management

Get in touch with our Learning & Development consultants who will help you design your training pathway on **0208 614 0227** or email us at **ask@theidm.com**

The IDM Postgraduate Diploma in Digital Marketing

Course Information

This programme is the equivalent to a Level 7 qualification (Master's Degree) and is made up of 11 modules.

Everything you need to know about developing digital strategies, optimal planning and accountable campaign management

The IDM Postgraduate Diploma in Digital Marketing qualification will have a transformative impact on what you know about:

- How strategic digital planning reduces campaign costs while increasing return on investment

- Confidently developing strategic recommendations that improve customer experiences

- How actionable and accountable integrated communications plans drive results

- Systematically analysing and optimise campaigns to develop efficient attribution models

"Clearly the most up to date and relevant marketing course."

Elliot Bertram,
UK & I Marketing Manager, SThree

Module 01

Digital Enterprise

Learning objective:
To understand the transformative role of digital marketing to organisations and their markets and be able to develop a customer-centric planning framework.

■ Understanding the need for a digitally transformed, customer-centric and media-neutral planning process that delivers outstanding CX and ROMI:

- A comprehensive analysis and evaluation of recent, current and developing market conditions

- Objectives that are clearly and realistically defined both in terms of business goals and marketing capabilities

- A strategy that identifies relevant target audiences and potential interactions on different pathways to purchase

- Tactical channel and content planning proposals together with details of actions and timings

- Integrated budgeting and forecasting proposals that evaluate campaign potential

Module 02

Understanding the complex consumer, company and competitor contexts

Learning objective: To be proficient at developing an objective and realistic view of the market context prior to developing an inspirational digital marketing strategy.

- Assessing and evaluating the micro environmental factors that connect a company to its target markets

- Assessing the macro factors that connect target markets to external contexts

- Using third-party research sources to help redefine continuously evolving marketing contexts and trends

- Evaluating the customer characteristics, behaviours and preferences that influence purchasing decisions

- Exploring how social channels support the development of customer relationships and build trust

- Developing a competitor benchmarking process

Module 03

Developing a compelling digital marketing strategy that drives audience selection, proposition development and customer engagement

Learning objective: To be able to identify and target different target audiences, create relevant and powerful propositions and build detailed models of segmented customer journeys on the pathway to purchase.

- Exploring the complex relationship between market insights, objective setting and strategy development

- Using data-driven segmentation and targeting techniques to help identify core characteristics and the channel preferences

- Developing powerful propositions that connect with specific target audience segments

- Developing segmented customer journey models that define the pathway to purchase

Module 04

Constructing and managing campaign finance

Learning objective:
To help you develop a process for evaluating the cost-effectiveness of digital marketing campaigns and their performance in relation to business and marketing objectives.

- Understanding the principle processes involved in developing multi-channel digital marketing campaign budgets

- Exploring financial models and accounting definitions that support return on investment calculations

- Developing a performance management system that supports the continuous assessment of digital campaigns

- Building a comprehensive annual digital budgeting process that accounts for all continuous and campaign-related investment

- Identifying specific digital marketing KPIs and the importance of establishing ROI as the principle campaign control parameter

- Modeling customer lifetime value to establish how much you can afford to invest in recruiting new customers.

Module 05

Using digital channels to build brands

Learning objective: To enable you to take advantage of the opportunities offered by digital marketing to redefine brand value and experience in the hearts and minds of prospects and customers.

- Understanding the value of establishing and defending a differentiating position in the market place

- Transitioning from customer engagement funnels to mutually beneficial customer experiences (CX)

- Developing a powerful online value proposition that improves acquisition, conversion and retention performance

- Building and engaging with customer communities using social platforms and content marketing techniques

- Understanding the impact of behavioural economics, social sharing and influencers on customer experience

- Monitoring, measuring and improving brand experience through the development of an engagement framework

Module 06

Increasing customer insight and optimising campaign performance

Learning objective:
To improve your ability to persistently find and make use of customer insights that improve the performance of digital marketing campaigns.

- Developing a customer-centric data strategy that integrates data silos, analytics, tag management and DMPs

- Combining different data sources and analysis techniques to develop a deeper understanding of prospects and customers

- Using web analytics to improve knowledge of customer motivations, behaviour and preferences

- Using data to develop a Single Customer View that improves your understanding of past behaviour, past purchases and past preferences, to predict future purchasing intentions

- Developing customer value modelling and management systems base on lifetime value analysis to establish how much you can afford to invest in recruiting new customers

Module 07

Using CRM systems to develop increasingly relevant customer communications

Learning objective: To develop your ability to evaluate and improve the management and relevance of customer communications through CRM systems.

- Evaluating and understanding the objectives and performance of existing customer relationship programmes and platforms

- How GDPR and PECR/ePrivacy regulations influence CRM decisions regarding the use of personal data and their potential effects on CX

- Making the business case for improving customer retention and profitability through data-driven contact

- Specifying and developing an integrated CRM strategy that improves customer experience and drives operational productivity

- Analysing the value of customer retention and loyalty using RFM (Recency, Frequency, Monetary) and CRR (Customer Repeat and Redemption Rates), NPS

Module 08

Developing an integrated digital strategy

Learning objective: To help you take advantage of digital channel planning techniques, digital channel assessment processes and the means of developing a digitally-integrated approach.

■ The advantages of a digitally-integrated approach that uses the media-multiplier effect to improve overall campaign performance

■ Developing an efficient customer and device-centric digitally-integrated strategy that aligns customer experience and business objectives

■ Evaluating the potential of digital channel contribution to IMC sequencing and touchpoint optimisation

■ Using digitally-integrated frameworks to define the role of digital channels within the marketing mix

■ How digitally-integrated strategy, business systems, employees and suppliers combine to better serve the needs of customers and intensify relationships

Module 09

Developing a digital marketing testing strategy

Learning objective: To help you research and implement different options for the continuous optimisation of marketing activities.

- Setting goals for digital marketing campaigns in a complex market environment where understanding consumer goals and decision making processes is key to success

- How past campaign analysis helps optimse the way we assign digital marketing budgets to channels and devices

- Evaluating the tracking methods and full range of metrics that verify the effectiveness of digital campaigns in terms of clicks and customers

- How technology stacks, including: DMPs, cloud technology, AI, attribution modelling and CRO tools, improve the process of ad buying, selling, optimisation, reporting, analytics, measurement, content management and product inventory

- Why digital marketing is the perfect environment for developing AB/n, Multivariate and LPO (Landing Page Optimisation) testing programmes that systematically improve campaign performance

Module 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

Learning objective: To help you understand the extent to which digital transformation and marketing automation changes the way people, processes and technology deliver customer experience.

- How digital transformation changes the way we think about customers, competition, data, innovation, and value as parts of a combinatorial network

- Exploring different approaches to digital transformation and the factors that will shape the evolution of your digital transformation playbook

- Developing a roadmap to success that keeps the focus on customer experience

- How marketing automation systems (MAS) act as force multipliers for digital marketing campaigns

- Why AI gives marketing automation the power to identify and engage with infinitely variable customer journeys in real-time

- How data standards and quality driven marketing automation that is scalable, predictable, reproducible and sustainable

- Developing a centralised lead life-cycle model, engagement engine, and dynamic creative optimisation systems that trigger an automated response for every customer action or inactivity scenario

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Module 11

Exploring the near-future of digital marketing

Learning objective: Develop personal insights into how digital marketing will continue to constantly change the way marketing and marketers work.

- How brands, agencies, journalists and researchers see the future of digital marketing from different perspectives that are useful to marketers

- Exploring which brand, agency and technology investment trends are most likely to signal significant changes in digital marketing enterprise culture

- How agency/client work practices are evolving as we move to data-driven, real-time consumer engagement mode

- How technologies such as AI, AR, NFC IoT and Blockchain will change customer experiences in ways that are hard to imagine

- How combining the best of marketing automation with human inspiration is the key to increased personal and business productivity in digital marketing

The IDM Postgraduate Diploma in Data-Driven Marketing

Course Information

This programme is the equivalent to a Level 7 qualification (Master's Degree) and is made up of 10 modules.

Everything you need to know to 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 communications 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

- Test, measure and refine marketing programmes to achieve your business objectives and improve ROI

Module 01

The contemporary data-driven marketing landscape

Learning objective:
Understanding key drivers in the strategic planning and delivery of value through data-driven marketing.

- Marketing in the contemporary organisation - proving value

- Key trends in integrated marketing strategy

- The drive to accountable, real time marketing

- Understanding and managing customer lifecycles and journeys

- The pivotal role of insight from research, data and the database

- Marketing the source of value delivering sales building brands

- The three main applications:
  - acquiring new customers,
  - customer development
  - retention

- Forecasting techniques - how to anticipate consumer needs

- Scenario planning, agent modelling, Delphi, quantitative techniques

Module 02

Building brand value

Learning objective: Understanding the role of marketing in building and sustaining long term brand value and how to reconcile the demands of short and long term value creation.

- Building successful brand strategies

- Brand development and evolution

- From brand to position to proposition

- How to build brand equity

- Measuring brand performance

- Brand engagement across touch points

- Managing the brand in a multichannel environment

- Brand activation

Module 03

Responsible marketing - trust, data, privacy, compliance and the law

"The IDM has truly stolen a march on their competitors in terms of delivering relevant, accessible and career enhancing digital marketing qualifications. This won't be the last time I invest in one of their courses."

Andy Richardson PG Dip DigM
Client Director, Dunnhumby

Learning objective: Understanding the legal framework in which marketing operates and the relevant codes of practice.

- Overview of marketers' legal obligations and customer rights

- Responsible marketing

- Vulnerable customers

- Growing concerns about privacy and data protection

- Creating effective privacy statements

- The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code)

- The GDPR and ePrivacy

- The UK Preference Services

Module 04

Managing and making sense of data and creating customer insight

Learning objective: The role and applications of marketing research, and the concept and practice of profiling, segmentation and targeting.

- Building and maintaining your business's intelligence assets

- Turning data into insight, Big data, data-mining, analytics and modelling

- Principal data analysis techniques: cluster analysis, regression analysis, CHAID, neural networks and social network analysis

- The role and analysis of qualitative data

- Profiling and segmentation – what your data is telling you

- How marketing research integrates with big data

- Customer insight – gaining a deep understanding of customer attitudes and motivation

- Six types of research: market scaling, customer profiling, brand insights, channel profiling, customer preferences, performance management

- Measuring customer engagement across channels

Module 05

Customer-centric strategic data-driven marketing planning

Learning objective:
Setting realistic business and marketing objectives that flow into effective marketing strategies.

■ Internal barriers to planning and how to overcome them

■ Getting to C- suite - linking corporate and marketing strategies

■ Creating a long-term customer-centric vision and mission

■ Using strategy to develop sustainable revenue and profit streams for the organisation

■ The main qualities and benefits of a sound strategic plan

■ Competitor benchmarking and positioning

■ Understanding the financial out-turn from strategic planning

■ Building an effective integration communications strategy (IMC)

■ Designing relevant value propositions for different customer segments

■ Key performance metrics and useful tools for building the budget

■ Measuring and improving your ROMI (return on marketing investment)

Module 06

Integrating data-driven marketing communications

Learning objective:
Understanding multichannel marketing.

■ Setting business objectives by value, volume and revenue

■ Balancing acquisition and retention objectives

■ The ten key elements of an effective acquisition campaign

■ The vital importance of testing

■ Concurrent and post campaign tracking and analysis

■ Who to measure the business value of loyalty and customer values

■ CRM and eCRM applications and the role of data and technology

■ Developing customer engagement strategies

■ Marketing dashboards and scorecards

■ Net promoter scores and similar measures

■ Costing and budgeting customer retention programmes

Module 07

Managing innovation

Learning objective: Gaining a thorough understanding of the innovation process from briefing to delivery.

■ Idea generation

■ Managing innovation as a source of advantage

■ Working with and managing innovative and creative people

■ Creating experiences - live events

■ Using customer insight to create compelling propositions

■ The role of planning and insight in innovation and creative strategy

■ Briefing and evaluation in data-driven communications

■ Developing powerful, relevant propositions

■ How to judge and evaluate creative work

■ Working with creative agencies

Module 08

Planning and implementing projects

Learning objective: Successful project management, the project planning process and the importance of risk assessment and management.

- Project management principles

- Planning and implementing projects?

- Operational project management

- How to build, implement and measure a data-driven test programme

- Integrated project planning tools

- Risk assessment

- Campaign management tools – project files, schedules, critical path analysis

- Selecting, briefing and managing specialist suppliers

- Testing and execution

- The statistical basis of effective test strategies

- What to test and testing methodologies

Module 09

Measurement, financial evaluation and metrics

Learning objective:
Understanding the processes of data-driven communications metrics, KPIs and scorecards.

■ Understanding company accounts

■ Creating and presenting budgets

■ Cash flow, P & L and balance sheets

■ Key ratios and how to create them

■ Channel metrics – what you can measure

■ Efficiency and effectiveness metrics

■ Acquisition, conversion and retention KPIs

■ Building dashboards for different levels of management

■ Frequency and depth of reporting

■ Multichannel tracking and attribution

Get in touch
with our Learning
& Development
consultants who
will help you
design your training
pathway on
0208 614 0227
or email us at
ask@theidm.com

Module 10

Managing and leading the marketing function

Learning objective: Building personal skills and competencies to enable a move from management to leadership roles.

- From management to leadership

- Negotiation persuasion and influence

- Attracting and nurturing talent

- Building a personal brand

- Building a case through effective presentation

- Creating a powerful pitch

- Personal effectiveness and career planning, the role of mentoring and coaching

- Managing crises

- Working with agencies

- Managing clients and suppliers

- Performance drivers in diverse sectors

- International issues

Specialist B2B qualification extensions

Course Information

Anyone studying an IDM Professional or Postgraduate Diploma can extend their course to include a specialist B2B extension. This 2-day upgrade course delivers both competitive edge and maximum flexibility in your future career options.

A specialist B2B extension can be added to any IDM Professional or Postgraduate qualification

"Lots of great take-aways to go back to my business and start making some changes!"

Claire Powley,
Brand Manager,
Perfetti Van Melle UK Ltd

Module 01

**The B2B marketing landscape
– now and the future**

- The B2B landscape: markets, media and buying behaviour
- Our changing world: political, economic, societal, technology, environmental and legislative shifts impacting on b2b marketing; understanding disruptive forces from consumer demand to innovation in the world of work
- New competitors and business transformation, what do you need to prepare for?
- Business Brands that are leading the way
- Data-driven strategic thinking to ensure your tactics work

Module 02

**Measurable marketing - learning from
the best on and offline business campaigns**

- Using award winning b2b case studies, you will learn what leading companies are doing to increase their success in acquiring new customers and how you can focus on what will make a difference to your business
- Focus on Measurable marketing – how and what to track off and online

*"If you are in a
marketing job,
you need to
do this course."*

Khurram Rehmani,
Marketing Executive Bloomsbury Law

Module 03

Marketing Operations

- What do you need? Looking at the different resources required to support the different b2b routes to market and changing customer needs

- E commerce, self-serve, digital channels

- Partner, reseller, distributor marketing

- Multichannel vs Integrated approach, why practice lags the theory

- Benchmarking your business, measuring marketing impact and where to focus

- Briefing and using suppliers, applying best practice

Module 04

How to align marketing to the business strategy and collaborate across the company for success

- Getting buy-in from the board

- From stakeholder management to internal communications and marketing – what is it and how to do it

- Understanding key areas for alignment: Sales/IT/ customer service and more

- Talking the same language – applying key marketing definitions through the funnel

- Who owns the lead? Setting Service Level Agreements with internal and external partners

- Doing what matters to drive revenue: How to deliver sales-ready leads

Module 05

Data - Customer, marketing and campaign insight in B2B

- B2B data getting the basics right from quality to benchmarking

- Understanding the data you have, what you need and how to get it. From rapid addressing to progressive sign up

- Using data to gain competitive advantage: the role of B2B customer analytics and data-driven marketing to acquire profitable customers, upsell, cross-sell and increase lifetime value

- Account based marketing: what is it, why do it, where's the value and why must it be data-driven?

Module 06

Content marketing for engagement and driving successful results

- What is it and why is it so important for B2B?

- What is the proposition and have you got one?

- From developing a content strategy to learning how to use macro themes

- Content planning by segment, market, and product with templates to embed best practice through the funnel

- Compelling content vs spam - understand which media works best; for which messages, from video to direct mail, from copy for chatbots to the website, new essentials whether mobile or voice search

- Advocacy and word of mouth in b2b - Case studies to inspire

- The role of the Brand, credibility and thought leadership, guide to key principles

- Testing – the what, when and how to improve your campaigns

Module 07

Modern Marketing Tools from CRM to AI

- Understanding the backbone tools of CRM and Marketing Automation and how to use them to improve the customer journey from lead to sale and beyond

- Applying segmentation and targeting through the channel

- Using tools and analytics to help you understand digital and offline touchpoints

- Case studies of what works, when; from engagement to nurturing onto conversion using integrated marketing tools

- What do customers want? Why it is more than just technology at the heart of driving amazing customer experience

- What can go wrong? Taking the external view to fix what's broken and understanding your compliance risks

Module 08

Advanced B2B email marketing

- Planning the customer journey and using behavioural triggers to maximise response

- Using email as a stepping stone to full marketing automation

- Best practice and innovation from remarketing to increasing your open rates

- Using dynamic content to improve your engagement

- Joining the dots: ensuring your email marketing works with your other media

- Applying an agile approach to improving results (test/learn/do)

Module 09

The B2B customer experience: Understanding online and multichannel behaviour to drive engagement

- Where do you start? – setting the right KPIs

- Enterprise, SMEs, understanding the decision making unit and leaving your assumptions behind to take the right approach

- Human to Human, understand individual stakeholder needs and the power of emotion

- How to use social media to listen, learn, engage and influence b2b buyers

- Marketing to existing customers; what do you need to do differently to drive upsell/cross sell and retention?

Get in touch with our Learning & Development consultants who will help you design your training pathway on **0208 614 0227** or email us at **ask@theidm.com**

Our flexible study options

Study the way you enjoy learning

To ensure delegates get the best possible experience, we have developed four study options. Each has been designed to ensure delegates are able to complete assignments and exams

Some delegates prefer the speed of Intensive face to face sessions, others the relative autonomy of Online learning at home or the on-programme out-of-office approaches of Day Release or Evenings.

The choice is something for each individual delegate to choose based on work/life commitments. Whatever delivery option you choose, the end result is an IDM Professional or Postgraduate qualification that sets the standard.

Professional Diploma study options

Intensive – Central London

2 x 3 day face-to-face sessions which take place at the IDM offices in Central London. The exact location of our courses vary, so please make sure you check before attending.

Day release – Central London

6 x 1 day face-to-face sessions which take place in Central London. The exact location of our courses vary, so please make sure you check before attending.

Online

Enjoy the flexibility of devising your own personalised study routine with your programme deadlines via a stream of online content run over 12 months. You will receive email support and 24/7 access to course materials.

For more information call 020 8614 0227.

Evenings – Central London

10 x evening face-to-face sessions. Evening classes (17.30-21.00) run once a fortnight. The exact location of our courses vary, so please make sure you check before attending.

Postgraduate Diploma study options

Intensive – Central London

3 x 3 day face-to-face sessions which take place at the IDM offices in Central London. The exact location of our courses vary, so please make sure you check before attending.

Day release – Central London

9 x 1 day face-to-face sessions which take place in Central London. The exact location of our courses vary, so please make sure you check before attending.

Online

Enjoy the flexibility of devising your own personalised study routine with your programme deadlines via a stream of online content run over 12 months. You will receive email support and 24/7 access to course materials.

For more information call 020 8614 0227.

Evenings – Central London

11 x evening face-to-face sessions. Evening classes (17.30-21.00) run once a fortnight. The exact location of our courses vary, so please make sure you check before attending.

Subject specialist with the insights you need

"Intensive course but the volume of information taught is extremely valuable and I can see how I am going to be able to apply what I have learnt to my everyday role."

Lydia Maule,
Brand Marketing Executive, Npower

Experts in the field with a passion for practical application

To keep pace with the latest developments in digital channels, the IDM has spent 30 years developing a constantly expanding and rigorously assessed body of subject matter specialists.

With the help of our specialists, we developed many of the first Email, SEO, PPC, Social, Affiliate, Mobile, Display, UX, Data, CRM, Analytics and GDPR courses. We currently have the largest portfolio of specialist digital courses in the world.

Our subject matter specialists are, without exception, outstanding professional practitioners with proven reputations for best practice in their respective digital and data-driven channels.

To ensure IDM qualifications set the standard for digital and data-driven marketing, every teaching session is assessed via delegate feedback. Only specialists who maintain the highest levels of delivery continue to be part of the IDM faculty.

Tutors that inform and inspire confidence

"Through detailed case studies and applied theory each speaker told you exactly what you need to know in order to, not only, make your companies a success but also make you a success."

Joseph Williams,
Head of Marketing, News International Corporate

Experience is key to being able to contextualise knowledge

Our tutors are renowned keynote speakers, have contributed to best-selling books on digital and data-driven marketing and know how to deliver content with passion and energy.

They have worked at every level of business and in countless roles including CEO, Managing Director, CMO, Digital Marketing Director, CRM Director, Marketing Director, Creative Director, Planning Director, Agency Director and Founding Partner.

The role of an IDM tutor is to support delegates throughout the course by delivering their own specialist subjects but also being able to prepare delegates for tackling assignments and exams.

Our rigorous assessment processes place constant pressure on our tutors to provide the academic and practical support our delegates need to attain their Professional and Postgraduate IDM qualifications. Our pass rate currently stands at 94%.

Our rigorous and representative assessment process

"Courses to help digital marketers keep up with a constantly changing industry."

Valentina Sidore,
Senior Digital Marketing Executive at UBM

Our Qualifications Advisory Board that includes business experts, academics and professional alumni

All IDM tutors must have worked at the highest levels for major brands and agencies.

To protect the value our qualifications create for graduates, the IDM has a fully accredited assessment process in place that is overseen by a representative Qualifications Advisory Board.

This dedicated team of leading industry figures, IDM faculty members and professional alumni meet regularly to consult on every aspect of our constructively aligned content, delivery and assessment processes. The maintenance of academic standards is an important part of the delegate experience.

Our current Diploma assessment criteria are as follows:

Pass Levels

- Achieve an overall pass grade of 45%
- Achieve 60% overall for a Credit
- Achieve 70% overall for a Distinction

Professional Diploma Assignments

- Complete two 3,000 – 4,000 word assignments in a 5-week timeframe

Postgraduate Diploma Assignments

- Complete two 4,000 – 5,000 word assignments in a 6-week timeframe, plus a reflective practice report

Examinations

- Complete one 3-hour examination

Honorifics

- Dip DigM, Dip IDM, PG Dip Dig M, PG Dip IDM

As more than 100,000 delegates from leading brands and organisations around the world have discovered, an IDM Qualification isn't easily attained, which makes it such a valuable and distinctive achievement.

How the IDM works to support your studies

"Tools and knowledge you can apply to your day to day work immediately."

Alex Layton,
Senior Account Director, Phipps

We provide guidance and access to information throughout your study journey

Every professional delegate has an individual online learning account which includes:

- eLearning modules on each topic, including webinars and learning checks

- World class DMA research, including the latest Consumer Attitudes to Privacy paper and annual email studies reflecting the attitudes of marketers and consumers.

- Best practice guides from DMA councils on topics like social media, data, etc.

- Links to industry leading blogs, whitepapers and websites.

- Access to the DMA Awards case studies, showcasing industry leading campaigns including IKEA, Honda and Paypal

- Delegates are automatically enrolled as IDM members, giving access to events and a free Euromonitor subscription for the latest consumer research (worth £170 pa).

Start transforming your career today

"The IDM has done it again and bought clarity to complexity."

Antony Humphreys,
Key Account Manager, Adestra

Our specialist team of advisers are ready to help you choose the right qualification

The IDM has a friendly and experienced team of specialist advisers, who can answer any questions you have on the IDM Professional and Postgraduate Qualifications.

Our advisers will make sure you have all the information you need to make an informed decision about your course, study mode and finance.

They will also tell you about our dedicated training suites in the centre of London, the fully interactive online materials and our subject specialists, tutors and in-house support teams.

They can also describe how we support your studies with freely available webinars, DMA case studies and channel eBooks,

free access to Euromonitor industry reports, Affiliate IDM Membership and the lists of further reading resources available when you login to your learning account.

If you need to make the business case to your employer to fund your studies, IDM advisers can tell you how to make a successful pitch. In fact, the support team will help you with funding advice and countless other aspects of your career development such as the fact that you can also get 50%

off all other IDM training courses during the time you're studying for your qualification.

Please feel free to call them on 020 8614 0227

100,000 professional alumni
33 countries
30 years of success

As an established, constantly evolving professional training Institute with a unique international reputation for award-winning course development and delivery we are proud of our achievements. However, our greatest satisfaction comes from seeing our professional alumni working for companies such as: HSBC, BMW, The Guardian, Royal Mail, Verizon, Bernardos, Bosch, Aviva, Allianz, Adobe, Barclays, Screwfix and RBS.

IDM Professional alumni

Their stories are our story.

"Gave me an in depth understanding and provided me with the confidence to get seriously involved with data."

Michelle de Souza,
Head of CRM and Group Database, Age UK

100,000 professional alumni
33 countries
30 years of success

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ask@theidm.com

idm the institute
of direct
and digital
marketing

Your stories are our story