



The IDM

Qualifications & Training Catalogue 2018



Your stories are our story

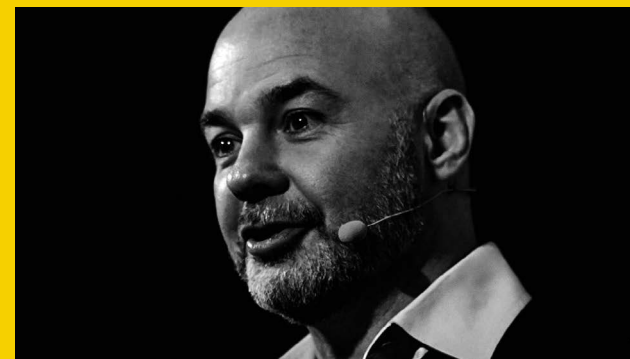


Your stories are our story

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



Content guide

Everything you need to know
to make the right decision

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Prepare yourself for the age of exponential change

While the only constant in marketing has always been change, today the rate of change is accelerating at an unprecedented pace.

We are hyper-transitioning into a real-time data-driven market where AI and combinatorial innovation will eventually challenge the role of marketers and data professionals in the marketing mix.

With billions being invested in systems designed to model and consistently deliver outstanding marketing campaigns across all channels and customer contact points, the question you need to ask yourself, as a marketing or data professional is...

“Where do I fit in?”

Our qualifications and short courses are designed to support personal innovation at every point in your career. From entry level to senior management we have the cutting-edge content, world-class tutors and advanced delivery platforms that will fuel your passion for your field and help you prepare for the future.

Ensure you have the knowledge, the skills, and the mindset to meet any challenge in this innovative and exciting work space.

Whether your company is suffering from a skills shortage or you want to take the next step on the career ladder, take innovation into your own hands and choose from a portfolio of over 70 specialist courses and qualifications.

Covering every discipline of digital marketing, from strategy to data management to copywriting, our courses, qualifications, programmes and masterclasses are developed and delivered by industry-leaders to ensure you get the most practical and up to date training.

We have trained and qualified more marketers than any other professional organisation – over 100,000 digital, data and direct marketers in the last 30 years, in over 28 countries.

Innovation is the key to future success, so call our marketing career advisers today.

“Clearly the most up to date and relevant marketing course.”

Elliot Bertram,
UK & I Marketing Manager, SThree



The IDM Qualifications

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 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
- Continuously improve the contribution of digital technologies to your organisation

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 high-value 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

B2B specialism

In addition to these modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments and exam, you'll be awarded the Professional Diploma in Digital Marketing with B2B (Dip DigM B2B).

Find out more at
theidm.com/prdb2b

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 options

Intensive

2 x 3 day face-to-face sessions

Day-release

6 x 1 day face-to-face sessions

Online

Self study

Central London

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

B2B - Upgrade available

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

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 mode options

Intensive

2 x 3 day face-to-face sessions

Day-release

6 x 1 day face-to-face sessions

Central London

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

B2B - Upgrade available

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

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
- Look at segmentation methodologies and targeted data-driven marketing
- Capture and manage customer data
- Maximise your campaigns by using measurement tools and analysis techniques
- Plan, develop and optimise the customer journey

B2B specialism

In addition to these 10 modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments and exam, be awarded the Professional Diploma in Data-Driven Marketing with B2B (Dip IDM B2B).

Find out more at
theidm.com/dipidmb2b

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

“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

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
- Systematically analyse and optimise campaigns to develop efficient attribution models

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

B2B specialism

In addition to these 11 modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments, Professional Practice Report and exam, you'll be awarded the Postgraduate Diploma in Digital Marketing with B2B (PG Dip DigM B2B).

Find out more at theidm.com/pgdb2b

Upgrade option

If you are a Professional Diploma alumni you are eligible to take our 3-day fast-track upgrade programme to convert your Professional Diploma to an IDM Postgraduate Diploma in Digital Marketing.

- 3 study days (instead of 9)
- 1 assignment (instead of 2)
- 1 written exam

Find out more at theidm.com/pgdgu

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 options

Intensive

3 x 3 day face-to-face sessions

Part time

11 x 1 afternoon/evening sessions

Online

Self study

Central London

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

B2B - Upgrade available

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

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 non-digital marketing strategy

Equivalent to QCF level 7 or master's degree

12 Months

Study mode options

Intensive

3 x 3 day face-to-face sessions

Part time

11 x 1 afternoon/evening sessions

Central London

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

B2B - Upgrade available

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

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
- Identify, obtain, analyse and apply customer insight to improve your data-driven marketing communications mix
- Plan and implement effective, profitable customer acquisition strategies along with engaging and rewarding retention strategies
- Test, measure and refine direct marketing programmes to achieve your business objectives and improve ROI

B2B specialism

In addition to these 10 modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments, Professional Practice Report and exam, you'll be awarded the Postgraduate Diploma in Data-Driven Marketing with B2B (PG Dip IDM B2B).

Find out more at theidm.com/pgidmb2b

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 data-driven 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

"Solid, practical and varied training. All sessions were delivered to a really high standard. I feel much more equipped with the necessary skills within the marketplace. I would definitely recommend."

Claire Robinson PG Dip IDM (B2B)
Digital Marketing and Insights Manager, Vodafone

IDM Professional Certificate in Email Marketing (Cert 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
- Understand how to develop creative copy for your email marketing campaigns
- Review the various approaches for testing email marketing campaigns

IDM Professional Certificate in SEO and PPC (Cert 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
- Understand the importance of an integrated SEM
- Master Search Engine Optimisation (SEO)
- Understand the set up and management of Pay Per Click (PPC) marketing
- Assess how to measure and demonstrate your performance

At a glance

The right course for you

Choose this Professional Certificate for an in-depth understanding of email marketing, from the planning to evaluation of campaigns

Equivalent to QCF level 5

Study mode options

Intensive

2 days face-to-face or

Online

Complete online within 12 months

Central London

35 CPD Hours

Intermediate level

2 x 1 hour online exams

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

At a glance

The right course for you

Choose this Professional Certificate to understand SEO and PPC in detail, and use and refine each for better ROI

Equivalent to QCF level 5

Study mode options

Intensive

2 days face-to-face or

Online

Complete online within 12 months

Central London

35 CPD Hours

Intermediate level

2 x 1 hour online exams

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

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 options

Intensive

2 days face-to-face or

Online

Complete online within 12 months

Central London

35 CPD Hours

Intermediate level

2 x 1 hour online exams

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

At a glance

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

Equivalent to QCF level 5

Study mode options

Intensive

2 days face-to-face or

Online

Complete online within 12 months

Central London

35 CPD Hours

Intermediate level

2 x 1 hour online exams

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

IDM Professional Certificate in Social Media (Cert SocM)

Stand-out in the competitive social media landscape with our Professional Certificate in Social Media. Become a qualified social media expert with the skills to deliver a robust social strategy that delivers measurable results and ROI.

- Understand social media and engagement
- Develop a social media strategy with business-focused objectives
- Understand social media listening
- Understand influencers and how to use them effectively
- Select the most appropriate social platforms
- Deliver, measure and optimise your social media campaigns

IDM Professional Certificate in Content Marketing (Cert CM)

Become a specialist in content marketing and gain the knowledge and expertise to be able 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
- Identify how to measure the success of your content marketing activities

IDM Professional Certificate in GDPR (Cert GDPR)



This award winning professional qualification course provides DPOs and senior marketing managers with a solid working knowledge of the practical implications of the GDPR. Validated by the DMA.

- Gain a solid working knowledge of the practical implications of the General Data Protection Regulation (GDPR) to help you avoid heavy fines and damage to your business' reputation
- This Certificate programme was awarded the Memcom 2018 Best Training or Accreditation Initiative and has been developed in partnership with the DMA Legal Team, DMA Responsible Marketing Committee and the GDPR External Working Party.

IDM Professional Certificate in Behavioural Economics (Cert BEco)

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

- Recognise how the study of behavioural science can benefit marketing practices
- Understand how classic campaigns have put behavioural economics into practice to harness bias
- Apply the EAST framework for nudging behavioural change
- Understand why using data to inform decision-making is more reliable than opinion
- Identify processes you should follow to achieve robust results from your experiments

At a glance

The right course for you
Choose this award-winning Professional Certificate for an in-depth understanding of the GDPR and how to make your business compliant

Equivalent to QCF level 5

12 Months

Study mode options
Online – self-study

35 CPD Hours

Intermediate level

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

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 options
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

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

Equivalent to QCF level 4

10 Weeks

Study mode options
Live online

35 CPD Hours

Intermediate level

1 Assignment

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

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
- Master different approaches for different digital channels
- Have the confidence to assess copy that works, and make recommendations for improvements

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 options
Online – self-study

35 CPD Hours

Foundation level

1 online exam

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

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
- Confidently plan an integrated digital marketing programme
- Identify and analyse critical success factors for digital marketing

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 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

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
- Create compelling blog posts and social media messaging for B2C and B2B
- Respond to comments and feedback across digital channels using clever copywriting
- Effectively measure your digital content success

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 options
Online – self-study

35 CPD Hours

Foundation level

1 online exam

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

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 options
Face-to-face

Central London

35 CPD Hours

Foundation level

1 assignment

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

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 options

Online – self-study

35 CPD Hours

Foundation level

1 online exam

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

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

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 options

Online – self-study

35 CPD Hours

Foundation level

1 online exam

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

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
- Confidently plan an integrated data-driven marketing plan

IDM Award in GDPR

(Award GDPR) Accredited by the DMA

This qualification provides the answers to the GDPR questions every marketer needs to know.

- Understand how the General Data Protection Regulation (GDPR) will affect processing outside of the EU
- Recognise how the new GDPR was developed by EU lawmakers
- Realise when Data Processors can be liable
- Understand what individuals need to be told about processing for marketing purposes
- Be clear on what individuals need to be told about when processing for marketing purposes
- Examine the key definitions and scope of the law
- Prepare for and cope with the rights of the individual (e.g. Right to erasure)
- Recognise the impacts for your database

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
- Recognise mail's GDPR advantage
- Understand Consent and Legitimate Interests for direct mail
- Identify special categories of data and direct mail

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 options Online – self-study
	12 CPD Hours
	Foundation level
	1 online exam

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

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 options Online – self-study
	12 CPD Hours
	Foundation level
	1 online exam

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

IDM Short Courses: Essentials

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



Introduction to Marketing

In this intensive one-day course, you will learn the absolute essentials of Marketing. No previous knowledge or experience of marketing is assumed - the focus will be on practical techniques with lots of real-world examples.

- Know what the role marketing plays in achieving an organisation's business objectives
- How marketing can create value for the organisation and its customers
- The impact of digital marketing and the continuing disruption it creates
- Relationships between marketing and the other departments within the organisation
- Why an understanding of marketing is essential to every modern business career

Digital Marketing

Get a best in class, results-focused grounding in all the essential digital marketing skills, from identifying the right channel to evaluating campaign performance.

- Optimise websites for search engines and deliver more traffic via Pay Per Click
- Increase engagement through social and create incremental sales with affiliate programmes
- Put mobile to work for you across all aspects of the customer journey
- Build lasting relationships through email and user-centric customer experiences
- Understand analytics to monitor and improve campaign performance

At a glance

The right course for you
Learn the broadest range of basic but essential marketing skills in the shortest possible time

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

At a glance

The right course for you
Learn how to drive traffic using search engine marketing and digital advertising. Build relationships through social media and email, and loyalty through user-centric experiences. Build confidence for delivering and evaluating digital campaigns that work.

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

Google Analytics

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 improve the accuracy of your reports
- Set the right KPIs through comparison of multiple metrics in the same report
- Understand campaign attribution via the multichannel funnel
- Configure funnels and interpret the funnel visualisation report to improve conversions
- Create and interpret content drilldown reports in order to build higher converting webpages

Programmatic Marketing

The programmatic course will provide a comprehensive understanding of programmatic, how it is changing the world of digital marketing today and show the impact on media buying.

- 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, legal and compliance perspective and discover when programmatic should and shouldn't be used
- Distinguish what's next for programmatic and how will this impact an organisation and its agencies in the future
- Analyse to a level that will enable you to challenge and question from a media agency or organisation perspective

Digital Copywriting

A dynamic mix of copywriting theory and practical exercises to introduce and apply the basic principles of successful copywriting to webpages, emails and social media.

- Understand the basic rules of great copywriting and how digital media presents different challenges
- Write successful web headlines, copy and calls to action
- Write for Google as well as for your human audience
- Test and learn from email copywriting
- Create successful copy for various social media platforms

Mobile Marketing

The course looks at the major trends driving mobile's relentless growth, and key challenges; customer-first mobile strategy, the case for mobile sites verses native apps, how to integrate mobile with other marketing channels, mCommerce and analytics.

- Get up to speed with what's driving mobile and tablet marketing
- Understand the role of mobile devices throughout the customer journey
- Optimise your site for mobile and putting the case for native apps
- Boost discovery with mobile search and mobile ads, and building loyalty campaigns
- Deploy the right analytics tools to maximise ROI

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

At a glance

The right course for you
When you need the broadest range of basic but essential marketing skills in the shortest possible timeframe

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

Direct Marketing

Equip yourself with all the essential, practical skills to thrive in the ever-changing world of Direct Marketing, with this industry-leading, results-focused course.

- Identify the characteristics of direct marketing media and data and what they can deliver
- Apply the processes and techniques for planning and setting up direct mail campaigns and dealing with specialist providers
- Apply the principles of a successful direct marketing campaign and measure results
- Plan direct response advertising campaigns using TV, press, radio & door drop
- Use direct mail to keep existing customers and attract new prospects
- Use the power of testing and ensure you have reliable results
- Integrate direct with digital marketing for greater success

Database Marketing

Learn how to collect, analyse, understand and manage your customer data to deliver relevant, personalised marketing communications that improve your business performance.

- Understand data analysis and develop a successful data-driven marketing strategy
- Define data quality to ensure you capture good data and manage it effectively
- Develop customer insight through analysis and interpretation of your data
- Understand the principles of segmentation and targeting
- Appreciate legislation and regulations around data protection and privacy issues

Marketing Automation

Whether you are about to buy, or have already invested in Marketing Automation, this one day course provides you with the essential knowledge to make the most of what is fast becoming an essential tool for all marketing departments.

- Understand what Marketing Automation is and how it benefits businesses
- Understand today's major players, the ecosystem and how the tools differ
- Buy and deploy Marketing Automation to work for your business
- Gain the skills you need to use it and to build the right team
- Measure what matters, from analytics to improving campaign performance

Budgeting for Marketers

An introduction to the numbers that underpin direct and digital marketing. A course designed to make you feel confident about finance and the metrics you need to successfully budget and evaluate your marketing activity.

- 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
- Interpret and apply results to maximise campaign performance
- Budget and build the financial business case for campaigns

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

IDM Short Courses: Digital Channels

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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
- Achieve higher search rankings using a link building action plan
- Apply keyword analysis techniques to optimise your site and boost its relevance for search
- Identify, measure and act upon the KPIs that will help you boost your SEO performance

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 Pay Per Click 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
- Develop a bid management strategy to maximise high quality visitors and minimise costs
- Identify, measure and act upon the KPIs that will help you boost your PPC performance

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 – The IDM Professional Certificate in Search Marketing, visit theidm.com/certsrm

1 Day

Study mode options

Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 – The IDM Professional Certificate in Search Marketing, visit theidm.com/certsrm

1 Day

Study mode options

Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 – The IDM Professional Certificate in Email Marketing, visit theidm.com/certem

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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
- Explore the opportunities for harnessing technology and wider channels
- Improve email marketing efficiency through segmentation technique

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 – The IDM Professional Certificate in Email Marketing, visit theidm.com/certem

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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
- Test, measure and refine your email campaigns for success
- Understand lifetime value and develop effective retention programmes

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
- Understand social media metrics and build your social media KPIs
- Plan for the social business

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
- Measure and evaluate your social media activity
- Innovate in the social media space

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 – The IDM Professional Certificate in Social Media, visit theidm.com/certsocm

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

At a glance

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

Upgrade available
Also forms part of a 2 day course – The IDM Professional Certificate in Social Media, visit theidm.com/certsocm

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

PR and the 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
- Tell a better story through PR activity to drive media engagement and customer loyalty
- Better align PR activities with overall marketing activity to continue to maximise it's perceived value and deliver results
- Integrate digital media to work in tandem with PR to create brand advocates
- Deliver effective content to engage the multi-channel audience

At a glance

The right course for you
Understand the principles and applications of affiliate marketing and how to apply them to your business

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

Affiliate Marketing

Understand the principles of affiliate marketing and learn how to create, structure and implement an affiliate programme that adds genuine value to your organisation.

- Understand the principles, benefits and pitfalls of affiliate marketing
- Measure and evaluate your affiliate marketing programme
- Identify which types of affiliates are best for your business
- Integrate affiliate marketing into your wider marketing activity
- Develop an effective affiliate marketing strategy

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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 options

Face-to-face

7 CPD Hours

Central London

Foundation level

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

At a glance

The right course for you

Learn to plan effective digital marketing campaigns in this 1-day course, featuring a mixture of theory and practice

1 Day

Study mode options

Face-to-face

7 CPD Hours

Central London

Intermediate level

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

Campaign Planning

Learn how to plan and manage even the most complex direct and digital marketing campaign to ensure it runs on time, on brief, on budget and without setbacks.

- Define specific, realistic and measurable campaign objectives and budgets
- Understand, profile, segment, attract and engage both new and existing audiences
- Evaluate media, channel and creative options to best deliver your campaign
- Set robust KPIs and evaluate campaign performance
- Avoid mistakes and stay compliant with legal and ethical issues

Digital Marketing Campaign Planning

How to plan, create and deliver a digital marketing strategy that gets the very best, both short term and long term, from the digital channels your customers have adopted.

- Develop a framework for planning a digital marketing strategy
- Understand the impact of digital on customer behaviour, targeting and tracking
- Evaluate existing and emerging channels and tools
- Build and maintain relationships on and offline
- Manage a campaign from development to roll out and from tracking to evaluation

Digital Marketing Transformation

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

- Examine why digital transformation is hard to define and 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
- Develop customer solutions, business models and approaches that radically shift customer behaviour and market dynamics
- Understand how CX provides a differentiating focus and momentum to business even in the most competitive sectors
- Find ways of working that force incumbent market leaders to profoundly question their accepted strategies and processes and thereby gain and maintain competitive advantage

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 projects and the key processes each involves
- Devise a clear plan and set the criteria for success
- Understand what it takes to keep a project on time and on budget
- Effectively manage and control projects aligned to business and stakeholder objectives
- Identify issues to avoid potential problems and have a disaster recovery strategy

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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
- Integrate your strategy across on and offline channels in line with business objectives
- Effectively measure and evaluate your outputs

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

Content Strategy

This course will provide a comprehensive understanding of the components that make up a content strategy and the importance of creating a framework.

- Create your content strategy
- Understand how to create content goals
- Understand the metrics that specifically correlate to the content funnel
- Put together a content audit
- Develop a content strategy process for the company

Customer Acquisition

Learn multichannel acquisition strategies, tactics and skills that will help you win more of the right customers for your business.

- Understand the key steps and considerations within the acquisition planning process
- Develop your prospect pool using market analysis, segmentation and profiling
- Create an acquisition budget and forecast response
- Design a creative and engaging acquisition plan that converts awareness into action
- Test and measure the effectiveness of your multichannel acquisition strategy

Customer Retention

Plan and implement successful online and offline customer retention strategies that nurture and improve customer loyalty, and increase ROI for your business.

- Understand how your customers interact, use and buy (or not) from your brand
- Use analytical methods to measure customer retention and loyalty
- Implement and evaluate the success of your customer retention strategy
- Understand the real nature of customer loyalty and the true meaning and application of CRM
- Plan and target a customer contact strategy, using online and offline communications

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

At a glance

The right course for you
Understand and apply the principles behind effective modern UX in this 1-day course

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

Customer Insights

Understand how to develop, analyse, and turn customer insight into actions that create value both for your business, and for your customers.

- 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
- Translate insight into specific, value-creating marketing actions
- Plan the development of customer insight for your business, aligned with marketing strategy
- Use improved insight to measure your marketing success

User Experience

Grasp the key elements of User Experience, and how to develop a UX plan for your mobile and online customers. This course is supported with practical exercises focused on better understanding your customers and what they value.

- 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 techniques to assess and test the user experience
- Learn how to map the customer journey and use this to identify opportunities on web and mobile
- Learn how to create a better user experience through User-Centered Design (UCD) methods

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.

- Develop insights from customers and competitors to help you interpret customer behaviour
- Understand the components of great eCommerce user experience and how best to create it
- Effectively market your website to attract more of the right customers
- Identify and use the tools that most effectively measure and optimise your customer experience
- Develop a robust testing strategy and prepare for the future

Digital CRM

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

- Plan strategic online CRM platforms with an understanding of eCRM key performance metrics
- Understand the technical aspects of Marketing Automation including behavioural targeting
- Learn common features of ESPs and Marketing Automation Platforms and how to choose the best one to suit your needs
- Create a practical, actionable customer touchpoint plan (or customer journey)
- Execute your campaign with robust rollout and testing strategies (including multivariate testing)

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

IDM Short Courses: Creative, Content & Copywriting

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Copywriting: an Introduction

Get the theory, gain hands-on practice and leave with the skills and blueprint to confidently write or brief online and offline copy that persuades and sells.

- Understand the principles of responsive copywriting
- Apply the same principles to write more creative, engaging and effective copy
- Clearly define your target audience for each piece of writing
- Use valuable techniques for generating new creative approaches to copy
- Apply your learning to all key marketing media

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
- Structure, write and adapt your copy to suit all primary marketing media
- Ensure design, graphics, images and typography work with your copy, not against it

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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 – The IDM Award in Digital Copywriting **visit** theidm.com/adc

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

Copywriting for Web and Email

Master the essential skills to produce effective web and email copy that attracts, informs, entertains, retains, interacts with, and drives response from a digital audience.

- 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 both to engage your audience and to attract search engines
- Appeal effectively to both B2B and B2C audiences
- Create emails and email campaigns that drive results

At a glance

The right course for you
Learn how to write effective, persuasive, sharable copy for social media posts and blogs in this 1-day course

Upgrade available
Also forms part of a 2 day course – The IDM Award in Digital Copywriting **visit** theidm.com/adc

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

Copywriting for Social Media and Blogs

Attend this best-selling copywriting course and create compelling social media copy and blogs that engage, encourage shares, drive conversation and prompt action.

- 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
- Use social media for search
- Inspire feedback, react effectively and measure success

Briefing and Evaluating Creative Work

The secret to producing great creative work that is relevant, gets noticed and gets results, lies in the briefing process. Discover how to craft a brilliant brief and proposition, and confidently evaluate what the creative team produce.

- Determine the objectives of your communications
- Write a clear proposition
- Implement an effective briefing process
- Inspire and equip creative teams to produce results you want
- Identify the 'big creative idea' and evaluate pitches

Writing for Content Marketing

This course provides training 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
- Define the content types that will engage your audience
- Write content that attracts, persuades and converts your customers

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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Copywriting for Not-for-Profit

Get better results from your fundraising copy with a complete set of ideas, approaches, methods and drivers, proven to be effective in the not-for-profit sector.

- Apply behavioural science to get more people to read whatever you write
- Avoid the mistake 90% of copywriters make when asking for support or donations
- Use statistics, stories, typography and more to engage, persuade and get results
- Write equally effectively for acquisition, retention and lapsed supporters
- Adapt and apply all you have learned so that it works across all media

At a glance

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

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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visit www.theidm.com/cnfp

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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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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
- Develop messaging that influences patterns of consumption
- Build messaging that nudges people to make more profitable decisions
- Identify and modify consumption habits and patterns
- Understand the power of the default option
- Understand how 'mental accounting' affects decision making
- Make 'irrational' consumers more predictable

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
- Understand the ladder of engagement to maximise your Influencer programme
- Appreciate the legal guidelines around Influencer Marketing
- Define a measurement framework

Innovate You – Become a modern marketing leader

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
- Collaborate – make practical plans to build a useful professional network to support your personal growth
- Leak it – communicate and apply yourself at work in a compelling way
- Continually hack – use simple techniques that will help you to continually improve your impact

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
- Present with increased credibility, professionalism and impact
- Develop a deeper understanding of you and your audience
- Become personally confident in yourself and your capabilities as a presenter
- Develop the skills of an effective presentation

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

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 options
Face-to-face

7 CPD Hours

Central London

Foundation level

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

IDM Short Courses: B2B

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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 in your future career options.

- Understand the B2B marketing landscape; now and in the future
- Conduct 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
- Align marketing to the business strategy and get the sales team onside
- Engage and drive successful results by using email and content marketing

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.

- Generate more of the leads your sales people crave, and less of those they hate!
- 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

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 options
Face-to-face

14 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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B2B Account-Based Marketing

Learn how to develop a successful Account Based Marketing (ABM) programme. From an understanding 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
- Find the best companies to include in your programme
- Choose the technology you need to make it all work
- Plan the content and communications to make sure you succeed

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

IDM Short Courses: Data & Analytics

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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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

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 options
Face-to-face

14 CPD Hours

Central London

Advanced level

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
- Use data to determine the value of your customers
- Implement a test programme to improve campaign performance
- Leverage your marketing expenditure and improve ROI

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
- Use predictive modelling techniques and segmentation methods
- Identify and interpret the key elements of your statistical output
- Use the findings appropriately and effectively to inform future strategies

Google Analytics: Advanced

Maximise the effectiveness of your website and marketing initiatives with deeper analytical insights and intelligence, using the advanced features of the Google Analytics interface.

- Make the most of advanced Google Analytics techniques to improve marketing performance
- Segment, drill deep and share reports for SEO, PPC and social media channels
- Use advanced report customisation to gain even deeper insights into your data
- Create multichannel funnels to help your marketing channels work together to boost results
- Plan and manage A/B and multivariate testing of your webpages

Conversion Rate Optimisation

(CRO)

A packed, hands-on, one-day course that takes you from first principles to the advanced conversion techniques that will help you convert more of your web visitors into customers.

- Understand the principles of CRO and why it will benefit your business
- Assess the hierarchy of goals on your webpages – what are you asking your users to do?
- Effectively identify and use the optimisation tools available
- Design optimisation testing from hypothesis to results analysis
- Use advanced testing by applying segments and integration with other data sources

At a glance

The right course for you
Learn 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/goa**

1 Day

Study mode options
Face-to-face

7 CPD Hours

Central London

Advanced level

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

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 options
Face-to-face

7 CPD Hours

Central London

Intermediate level

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

IDM Corporate Training

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IDM Corporate Training

Ensure your staff are qualified to succeed in a fast-paced digital world.

The single most important differentiating factor for any company is its people. Finding, supporting and developing skilled and motivated staff has always been one of the most challenging jobs in business.

While digital channels make an ever increasing impact on our ability to drive and manage growth, it's important that staff know and understand how to meet the challenges. From implementing and evaluating campaigns, to ensuring compliance with GDPR, to developing a strategy that integrates with your wider business goals, the IDM can offer training tailored to improve performance against your key KPIs.

Furthermore as more processes in marketing become automated, the human touch will become ever more important to ensure we're still connecting with our customers on an emotional level and to guarantee effective, efficient and compliant application of new technologies.

With a comprehensive range of training courses and professional qualifications in digital and data-driven marketing to offer, and an impressive record of delivering bespoke in-company programmes worldwide, the IDM is perfectly positioned to provide staff training that:

- Delivers immediate and long-term value for your business
- Prepares staff for the future of direct, digital and data-driven marketing
- Puts an emphasis on responsible marketing
- Is tailored to your environment and industry

Whether you require a bespoke solution exclusive to your company or are simply looking for one of our existing courses to be taught on-site, you can count on the IDM to deliver a programme that is designed around your needs.

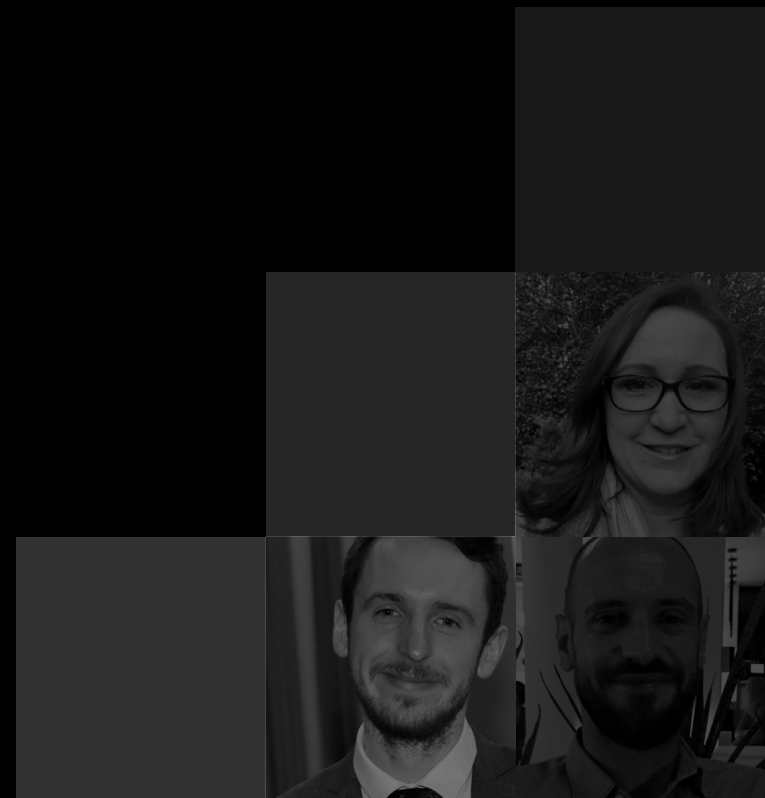
Major brands we've worked with include HSBC, GlaxoSmithkline, PwC, Microsoft, the BBC, John Lewis and Lego.

Get in touch to find out more and speak to one of our helpful training advisers.

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IDM Membership

Join our network of digital, direct and data-driven marketers

IDM members are part of the UK's leading network of digital, direct and data-driven marketers.

Membership starts from just £140 + VAT per year which provides you access to the full range of networking and keynote events.

To reflect your level of professional qualifications and experience, the IDM offers three levels of Membership: Associate, Member and Fellow. All levels include honorifics to add to your CV and LinkedIn profile.

In addition to networking opportunities, IDM Membership also provides you with access to:

- Euromonitor reports
- Special keynote events
- Training discounts
- Our CPD scheme
- Exclusive professional content

IDM Membership provides unique opportunities to network and collaborate with fellow professionals, develop your skills and improve your professional profile in the digital, direct and data-driven marketplace.

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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 or course

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. Plus, if you are studying one of our diploma courses, 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

Where are they now?

We catch up with former IDM Diploma student Richard Hartigan PG Dip DigM,

Tell us about your role

I work with large technology brands to help them get the most out of digital.

What made you choose marketing as a career?

My first job was in the environment sector, straight after my marketing degree in 2006. My focus was on events and on email marketing to B2B customers, but I really wanted to move into B2C, so I eventually made the move to Ancestry.com. Here, my acquisition and retention knowledge quickly expanded and I learned a great deal about digital, about product development and about UX testing.

What do you love most about your role?

My role allows me to see a much broader picture of digital across multiple organisations and verticals. I can still see so much opportunity for digital across industries and with rapid technology innovation. The landscape changes daily.

What is your biggest challenge?

Because I work primarily in an advisory capacity, I don't get the opportunity to work from inception to completion, which I miss from client side.



From mogul to Google...
Richard Hartigan PG Dip
DigM went from ski guide
to industry leader at one
of the world's biggest
technology companies.

What do you think will be your biggest challenges in the next three years?

The proliferation of internet connected devices will lead to increasingly fragmented user interactions. With organisations as slow as they have been to adopt mobile as a platform, I hope that they're able to keep up when people are doing their weekly shop direct from their fridge!

How do you stay current in the face of change?

I don't worry about being up to speed with every emerging trend as I used to, but digital is now mainstream so it's impossible to keep up. At Google we say 'focus on the user and all else will follow'. It's an ethos I'm very comfortable with.

What one piece of career advice would you give to someone relatively new to marketing?

Build and maintain a strong network. In this industry you tend to bump into people time and time again!

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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