BLACKBIRD FOR TRAINING

Certified Digital Marketing Professional

14 – 18 June 2027
Lyon (France)



Certified Digital Marketing Professional

Ref: 3255233_200571 **Date:** 14 – 18 June 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

Digital marketing has become a cornerstone of organizational success in today's hyperconnected business landscape. With rapid global shifts toward digital platforms, earning a Certified Digital Marketing Professional credential is no longer optional—it is a strategic necessity for enhancing skills, boosting institutional performance, and gaining a competitive edge.

This program is designed to provide participants with in-depth knowledge and practical tools that enable them to design integrated digital marketing strategies, measure campaign performance effectively, and adapt to evolving global trends. It bridges strategic insight with hands-on application, ensuring participants drive measurable results in their organizations.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic foundations of digital marketing.
- Develop comprehensive marketing plans across multiple digital channels.
- Manage search engine and social media advertising campaigns.
- Analyze campaign performance using digital analytics tools.
- Apply best practices in search engine optimization SEO and user experience.
- Create compelling digital content that builds brand value.
- Design strategies for email marketing and content marketing.
- Identify and mitigate digital risks with responsive action plans.

Course Outlines

Day 1: Foundations of Digital Marketing

- Definition and evolution of digital marketing.
- Core components of an integrated digital strategy.
- Understanding customer behavior in the digital environment.
- Mapping the customer journey across platforms.
- Differences between digital and traditional marketing.
- Case studies of successful campaigns.



Day 2: Search Optimization and Analytics

- Fundamentals of search engine optimization.
- Keyword research methods and tools.
- Analyzing performance through analytics platforms.
- Tracking key performance indicators KPIs.
- Enhancing user experience on websites.
- Practical workshop on data analysis.

Day 3: Digital Advertising and Channel Management

- Managing paid search campaigns.
- Advertising strategies across social platforms.
- Pay-per-click models and sponsored ads.
- Customer targeting using data insights.
- Effective budget allocation for campaigns.
- Practical exercise: designing a digital ad campaign.

Day 4: Content Marketing and Engagement

- The role of content in strengthening brand identity.
- Writing impactful and engaging digital content.
- Email marketing strategies and automation.
- Building active digital communities.
- Planning content calendars and scheduling posts.
- Group activity: developing a content plan.

Day 5: Strategy and Digital Innovation

- Building a comprehensive digital marketing strategy.
- Leveraging innovation and emerging technologies.
- Managing risks and online reputation.
- Measuring success and ensuring sustainability.
- Participant project assessments.
- Final review and key takeaways.



Why Attend This Course: Wins & Losses!

- Earn an internationally recognized professional certification.
- Enhance career development and promotion opportunities.
- Gain practical skills for immediate workplace application.
- Stay updated with the latest global digital trends.
- Improve campaign efficiency and maximize ROI.
- Build strong brand strategies.
- Make data-driven decisions with confidence.
- Strengthen organizational competitiveness.

Conclusion

The Certified Digital Marketing Professional program is a strategic step toward building advanced capabilities in the digital economy. It equips professionals with both strategic vision and practical skills to design and implement successful campaigns that support institutional growth and deliver measurable results.

Participants will leave with a holistic understanding of digital marketing and the ability to apply best practices that strengthen brand presence, enhance productivity, and ensure competitiveness in an ever-changing digital landscape.

