



# Digital Marketing Certificate Program



*Empowering Your Career,  
Your Team, Your Organization!*

## Your ROI Toolkit

# Use this ROI toolkit...

... to help you select the right program for you and your organization. Set goals and define your timeline. Juxtapose your investment with the benefits you receive from attending the USF Digital Marketing Certificate Program!

Make the most of your program experience and provide tangible value to your company.

*Find your  
Return on  
Investment inside...*



digitalmarketingatusf.com  
800.828.8481



# Key Benefits for Your Organization

**Brand** Firms using digital technologies, delivering extraordinary customer experiences, outperform their competition.

**Vision** Propel your company as a leader, through strategic digital methods and creative approaches.

**Strategy** Create your organizational approach and your own planning document you can put to use immediately.

**Roadmap** Design your path to drive change, with goals and objectives that are achievable and measurable.

**Leadership** Capitalize on best practices, methods and techniques, delivered by successful subject matter experts.

**Action** Identify methodology and tools for sustainable growth and integrate innovation throughout your company.

**Culture** Overcome silos, bust through barriers and drive adoption across your entire organization.

ROI - Turn strategy into immediate action.

# Powerful Reasons to Bring Your Team!



**Change** When teams learn together, you gain an immediate, positive shift to your organization.

**Seamless** Everyone is on the same page and can directly employ their new skills back in the workplace.

**Cost** It's efficient educating groups at the same time - you will benefit with substantial enrollment discounts!

**Collaboration** Your team solves problems together, achieving specifically defined goals that reinforce learnings.

**Focus** Group activities can be centered on your own challenges and resolutions can be worked out as a team.

**Direct** Each employee learns and works on activities first-hand; no "post training" knowledge transfers.

**Consistent** The entire team understands how to use new tools and techniques for greater cohesion and unified approaches.

ROI - Cut costs by empowering teams.

# Compare Programs for the USF Advantage!

Your Educational Requirements	Yes USF!	Other program?
Program backed by recognized academic University?	✓	
Content reviewed and updated for every program?	✓	
Hands-on, activity-based learning?	✓	
Exercises applied to your case studies and processes?	✓	
Leadership skills reinforced?	✓	
Teambuilding activities infused throughout?	✓	
Materials and templates to take back to the office?	✓	
Professional Toolkits included?	✓	
Strategic Planning as Capstone Project?	✓	
Continued mentoring by respected Leadership Board?	✓	
Ability to customize for teams and your organization?	✓	

ROI - Make educational budgets count.

# Get on the Right Track to Success

Align Your Business Goals	Importance to business? 1 -10	When do you need completed?
Lead the industry and promote growth		
Set a clear vision for organization		
Have customers love and recommend your brand		
Win consistently over competition		
Give employees a real sense of purpose		
Know how customers feel about each interaction		
Know why customers leave, and get them back		
Develop a clear roadmap to make goals a reality		
Gain employee support for business strategy		
Collect customer-relevant data and innovate		
Lead the Digital Revolution at your company!		

ROI - Save by aiming at the true target.

# Get Your Attendance Approved Fast!

Use this “Convince Your Boss” letter to highlight the program benefits.



Dear [Approving Executive],

I'd like to attend the professional Digital Marketing Certificate Program at USF. This executive education brings together senior marketing experts across multiple industries and functions, including digital innovators, strategic marketing experts, MarTech thought leaders, and social media strategists. While there, I'll focus on implementing new digital techniques that will drive our business forward. I'll bring back new skills to impact our organization, as well as day-to-day projects.

This program gives me the opportunity to learn from the USF faculty and world's top marketing influencers. They'll share industry best practices and their own custom approaches to uncover insights and trends. Subject matter experts will present case studies to demonstrate the use of strategic marketing innovations in real-world scenarios.

During the program, I'll formulate a customized plan for our company and build our Digital Revolution toolkit. As I work on the capstone project, I'll apply new concepts to our own organization, giving us a head-start on our initiatives.

Here's the list of topics that are relevant to an impactful ROI:

Digital Strategy  
Relevant Content  
Social Strategy  
Digital Integration

Automation & MarTech  
Digital Metrics  
Analytics & Measurements  
Marketing Transformation Capstone Project

I'll return with presentations, content, new cross-industry relationships and best practices that we can implement immediately, both at the functional and business levels. I'd like the opportunity to review this with you and discuss how we can best maximize my time while at the program.

I look forward to discussing the event in further detail!

ROI - A program well worth the money.





# Digital Marketing Certificate Program

*Gathering innovators, subject matter  
Experts and strategic thinkers in an  
unique learning environment.*

Contact us for our upcoming class schedule  
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[digitalmarketingatusf.com](http://digitalmarketingatusf.com)