



USF Muma

College of Business

UNIVERSITY of SOUTH FLORIDA



DIGITAL MARKETING CERTIFICATE PROGRAM

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USF Digital Marketing Certificate Program—Online

You aspire to stand out from the others. You aim to be better and more valuable than your competition. Reaching this level of dexterity may have seemed out of your grasp. Until now.

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During the eight-module Digital Marketing Certificate Program, you'll solve real-world challenges and use best practices used within top companies. DM experts guide you through every step of your journey. Build your toolset and develop your unique, personalized digital marketing Portfolio.

Industry leaders, professionals & educational experts

Gain direct access to the world-renowned faculty—industry leaders who practice the art of digital marketing every day. Learn more about our exceptional faculty at digitalmarketingatusf.com.

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- Partake in subject discussions.
- Download exercise templates to use in your organization.



Module Description

The Digital Marketing Certificate Program introduces course participants to a variety of foundational concepts and technologies that are central to creating and launching an effective digital strategy. While the number and type of digital platforms continue to grow, students in this program will learn concepts regarding the evaluation of technology against organizational objectives. The program is presented in the classroom as a four-day session or as an eight-week, self-paced online course. Students participate in activities that use their existing organizational environments as the focus of the exercises, which equips them to apply concepts to their current projects. Quizzes reinforce the instruction. Additionally, online participants have access to resources that include video perspectives from professionals representing a range of organizational types, sizes and industries. Because participant experience levels and industries vary significantly, this course is focused on concepts more than platform exploration.

MODULE 1: DIGITAL STRATEGY

In this module, students will discover elements that, when successfully pursued, can combine into a digital strategy that is aspirational, yet attainable. The module refers to some popular strategic frameworks.

■ Blue Ocean Strategy

This framework challenges students to think beyond the common areas where competitors fight for market share and move toward spaces where little or no competition exists.

■ SMART Goals

Thinking “big” is an excellent first step, but every strategy should also include goals that are Specific, Measurable, Attainable, Relevant and Time-Bound.

■ Audience

Identifying primary, secondary and tertiary audiences is critical to the creation of a strategy that reaches those most likely to engage with digital tactics.

■ Message

Messages must be aligned to audiences to produce impact.

■ Platform Selection

Platform selection should be one of the last elements of a digital strategy. When platforms are selected before a strategy is developed, it may not produce the results you expect.

MODULE 2: WHY CLIENT INSIGHT IS THE ULTIMATE GUIDE FOR DIGITAL MARKETING

In this module, students learn how an insightful understanding of the Client Experience drives a relevant digital marketing dialogue. Before developing the “what” of content, deciding on “which” media, analyzing “who” is clicking through, or charting a campaign of “how” to transform - first define “why” digital efforts matter to your customer engagement and “why” alignment between how you market

the product and how your customer experiences the product is critical to client retention and revenue growth. This instruction paints a picture of the beneficial integration of Account Based Marketing with the Customer Journey.

■ Identifying the Pillars of Client Experience (CX)

“How did you find out about us?” is not just a field in your CRM to fill out and forget. It’s the key to prospecting new business and understanding why existing clients chose your product. Find out how customer satisfaction and a portfolio of marketing tactics all work together to create an unreplicable bond and defensible hold on existing business.

■ Meeting Customers Where They Are

Defining and iterating your Ideal Customer Profile (ICP) by vertical industry segmentation, company cultural values, contract requirements, and through buying behaviors will lead to increased client participation and mutual business benefit.

■ Delving Into Account Based Marketing - Customer Insight To Drive Content Creation

Learn how to create client engagement and use the insight you gain to drive demand with targeted marketing. How do you avoid a one way ticket to churn, based on inaccurate marketing and a bad client experience, and replace that with a continuous loop of proper marketing and positive client experiences?

■ The Promise of Brand & How To Join Forces with Customers in a Shared Mission

To become a trusted extension of your client’s business an ongoing based on an empathetic and insightful approach that makes the client feel confident that the promises in your marketing messages are consistently delivered in the customer experience.



MODULE 3: MARKETING AUTOMATION

In this module, students learn the fundamentals of marketing automation and the opportunities it presents to marketers who want to foster relationships with customers through digital interactions.

■ Identifying the Business Need

Does marketing automation make sense for your organization? Find out through some high-level overviews of the technology and its benefits.

■ Lead Generation & Building Your Marketing Funnel

When a customer engages with content, they are telling you they want more information. Through marketing automation, you can build interactions that will move them through your marketing funnel and into conversions.

■ Working With Data

One of the benefits of marketing automation is access to significant amounts of data. How do you interpret and use data to inform other marketing decisions?

■ Content Design

Gain best practices for content design and learn important opt-out requirements to ensure positive customer experiences.

■ Workflows & Automation

See how to use marketing automation tools to deliver a clear path for users based on their choices.

MODULE 4: CONTENT MARKETING

In this module, students gain an understanding of the crucial elements needed to develop and deliver content marketing campaigns that can build reputation and engagement with customers and prospects.

■ Audience and Voice

Learn the importance of defining your audience, including their concerns, feelings and other factors at different stages of the buying process.

■ Content Framework

Discover elements of a campaign brief and the benefits of developing a brief prior to launching a content campaign.

■ Creating Your Brand Story

Understand how content marketing not only helps you storytell about your products and services but about your brand overall.

■ Channel Strategies

Learn how to apply content in owned, earned and paid channels or platforms.

■ Tools of the Trade

The instructor shares her top tips, tricks and resources to inspire content marketing campaigns.

■ Measuring Success

Align measurement techniques to the traditional depths of the marketing funnel and discover why it is important to give content marketing initiatives time to take hold.

MODULE 5: SOCIAL MEDIA - ORGANIC

In this module, students gain an understanding of the crucial elements needed to develop and deliver content marketing campaigns that can build reputation and engagement with customers and prospects.

■ Defining Brand Personas for Social Media

The importance of audience identification extends to social media. Know your audiences before you dive in.

■ Understanding Social Media Platforms

See a baseline description of each platform's current reach and popularity.

■ Content Development and Posting Frequency

Gain recommendations on the type of content and the recommended posting frequencies for the most popular business platforms.

■ Audience Interaction and Engagement

Learn ways to communicate with audiences using social media tools and see why established response times should be set for social media interactions.

■ Leveraging Graphics, Video and Live Streaming

See how the right visuals and motion can improve responses to organic posts.

■ Organic Social Media Analytics, KPIs and ROI

How do you measure effectiveness with organic social media posting?



MODULE 6: HOW TO DRIVE LEADS & SALES WITH PAID SEARCH

In this module, students gain an understanding of the crucial elements needed to develop and deliver content marketing campaigns that can build reputation and engagement with customers and prospects.

■ Drive Leads & Sales

Discover why an investment in paid search may be worth it for your organization. See how Google search pages are structured.

■ Campaign Setup

See how to launch a campaign and the requirements for initialization.

■ Keywords

Learn how keyword intent and match types can enhance or detract from campaign success.

■ Creating the Ad

Find out how to use tools within Google to structure ads that are compelling, as well as calls to action that align with your objectives. See how the Google Quality Score affects performance.

■ Landing Pages

Create landing pages that work.

■ Measuring and Optimizing

Because paid search is an ongoing investment, see how to track performance and modify elements to improve results.

MODULE 7: DATA & ANALYTICS

In this module, students will unpack concepts regarding how to use data and analytics in alignment with business objectives and outcomes. This module removes some of the mystery around the data that many have but few understand how to decipher.

■ Analytics Assumptions and Data Foundations

Dispel myths around analytics and see the data cornerstones on which businesses should focus.

■ Apply Data to Business Outcomes and Information to Revenue

See how to interpret data in a way that is meaningful to decision-makers.

■ Turn KPIs into Action

Move KPIs from intangibles into actions that can be tracked.

■ Make Sense of Attribution

See differences between first, last and linear attribution. View the effect that multiple touchpoints have on web conversions.

■ Examine Behavioral Factors

See how raw data ignores human behavioral factors and how you can tie behavioral influences to online actions.

MODULE 8: DIGITAL TRANSFORMATION

In this module, students will gain practical ways to bridge gaps between marketing and other functional areas to bring about digital transformation that benefits the entire organization.

■ The Necessity of Planning

See how thorough planning must be completed before platforms or initiatives are launched to maximize buy-in.

■ Build a Specification

Learn why it is important to build a spec before creating a Request for Proposal and how this step can help you gather quotes that are competitive and thorough.

■ The Necessity of Process

See why process is a critical element regarding digital transformation and the long-tail effect of the institution of digital practices.

■ The Necessity of Community

Discover how to build relationships that can bolster the success of your digital strategies through collaboration with other functional areas.

Program Faculty & Leadership



Sue Grabowski - CEO, Desidara

Faculty Chair

Sue Grabowski thinks big and then executes her vision. At Desidara, she has built a team of designers, web and multimedia developers and writers that help organizations from small businesses to Fortune 500 companies communicate effectively. Clients include Danone North America, Erie Insurance, The Timken Co., Morgan Engineering, Akron Children's Hospital and The Schroer Group.

Grabowski recognized the traditional advertising agency model was shifting and that many of the opportunities online and digital communications offered shouldn't just be add-ons to her business. As a result, she aggressively restructured her agency, changing not only the company name but also its specialties, skills and client models to get ahead of the trends.

In recent years, Grabowski partnered with a tech expert to launch Squawqr Mobile Media, which is a technology platform that transforms data into web apps for public companies, small businesses, academia and nonprofits.



Matt Bailey - Founder and President, SiteLogic Marketing

With more than 20 years in the online marketing industry, Matt Bailey excels in combining his marketing background with programming know-how to help companies create comprehensive strategies that improve web presence and conversions. Matt was an internet entrepreneur in the early '90s, which led to his development in SEO. After selling his first venture, he worked as a software engineer and then built the online marketing departments at two agencies.

Matt founded SiteLogic Marketing in 2006 and gained immediate attention in the industry, catapulting SiteLogic as one of the top online marketing agencies. He has taught at companies including Google, Experian, Microsoft, Disney, Proctor & Gamble, and IBM, and has worked with a vast and widely-known clientele. He's authored books including Internet Marketing: An Hour a Day, Wired to be Wowed, and Teach New Dogs Old Tricks.



Sharon Goldmacher - CEO, Communications21

Sharon L. Goldmacher is a veteran in the marketing and public relations industry, beginning her career in Atlanta in 1987. She develops integrated, results-focused marketing, PR and digital campaigns for clients in real estate, community improvement districts, food/beverage, professional services, sports, nonprofits and technology. Competitive by nature, she created communications 21 in 1992, at the naïve age of 28, to see if she could do it. Within the first two years, she won the DeKalb Chamber's Stargazer award for "Small Business Start-Up of the Year" and the Young Advertising Professional Award presented by the Atlanta Ad Club. In 2013, she won Business to Business Magazine's Woman of Excellence award. Over the next 28 years, the company has garnered 80+ awards for its campaigns.



David Holt

David has a 20+ year history of selling and servicing premium brands locally, nationally and globally to discerning clients for category leaders in bespoke hospitality, luxury real estate, global corporate housing, wine country catering, and marquee names in finance, consulting, technology and the modern workplace movement.

Always the "client insight guy" at any company he's worked for, David has often been the leader of the client experience team. His current role is Vice President of Client Experience at Garten, Inc. where the customer journey of all Garten clients coast-to-coast rolls up to him.

David's past clients elsewhere include the majority of "Fortune 100" accounts as well as start-ups in every

stage of development. The art and science of business storytelling in relation to the Customer Journey is David's area of expertise. This includes the RFP process, onboarding new clients, growing existing business, and retaining at-risk accounts through a joint effort with C-level client leaders, Venture Capitalist investors, Equity Finance Firms and a playbook of Marketing resources.



Brandon Walton - Marketing Automation Implementer, Cypress Learning Solutions

Brandon Walton is an active cloud-computing technologist, consultant and business instructor with more than 10 years in assisting businesses with digital adaptation. He has developed corporate training curriculums for enterprise clients including Microsoft, Amazon and TD Bank.

Brandon currently manages a Sales & Marketing firm specializing in implementing Cloud CRM Solutions. He is also a Salesforce 2020 Marketing Champion and speaker for user groups and regional events.

- 4x Salesforce Certified Consultant (Pardot, Salesforce Admin, Sales Cloud)
- W3 Schools Certified JavaScript, HTML & CSS Developer
- Adjunct Continuing Education Professor: Workforce Development – South Seattle Community College
- Microsoft Partner Learning Community Contributor: Speaker & LMS Developer
- Awarded Salesforce Marketing Champion 2020



Leah Knapp - Senior Director, Hilton Grand Vacations

Leah is the senior director of content marketing strategy at Hilton Grand Vacations and has more than 20 years of experience developing and executing on public relations, social media and digital marketing campaigns in the education, financial services and hospitality industries, primarily for Fortune 500 and other publicly traded companies.

Leah is a storyteller at heart and believes strongly that the best content marketers know how to marry the art of storytelling with the science of data and measurement.



Karen L. Jackson

Karen L. Jackson has more than 20 years' experience in corporate America leading efforts focused on executing transformational business strategies that initiate market disruption and deliver sustainable competitive advantage. Karen excels at building relationships at the executive level and creating partnerships that drive growth and efficiencies for both the top and bottom lines. Karen is Vice President of Customer Experience for Prologis and leads their Global Voice of the Customer program focused on metric driven performance, continuous improvement and innovation that facilitates lifetime customer loyalty.

Karen currently sits on the San Francisco State University Customer Experience Advisory Board. Previously, Karen sat on the Advisory Board of Capital Analytics. Karen has a personal passion for philanthropic interests that focus on underserved populations. She has actively supported Black Girls Code as a mentor. She is the founder of Just Us Denied, a non-profit focused on preventing injustice against people of color and is the former founder of The Peace of Mind Foundation, a non-profit advocacy for at-risk women and children.



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