



# DIGITAL MARKETING PROFESSIONAL CERTIFICATE



DMPC™ Version 012022

CertiProf®

## Introduction

Digital Marketing Professional Certificate DMPC™ Program provides a detailed understanding about Digital Marketing concepts, strategies and implementation, including email and Search Engine Optimization (SEO) campaigns, Pay-per-click (PPC) campaigns, social marketing, retargeting and integrating digital marketing with traditional marketing.

**Expand your skill set and grow your career. Here are some benefits of our certification:**

- This certification will help you improve your marketing skills and knowledge by helping you get more visibility into the digital world
- Learn how to use content to connect with your customers
- Track customers from the first interaction with your brand
- Optimize your website for conversion
- Understand key digital concepts and KPI's
- If you are new in the field, It can help you start a new career



### Learning Objectives:

1. Digital Marketing Overview
2. Key Concepts
3. Lead Generation
4. Search Marketing
5. Digital Display Advertising
6. User Experience and Usability
7. Email Marketing
8. Social Media Marketing
9. Retargeting
10. Tracking and Measurement
11. Analytics



### Target Audience:

- This certification is appropriate for anyone who is interested in Digital Marketing



### Prerequisites:

- There are no formal prerequisites for this certification



### Training:

- Course Type: Fundamentals
- Certification Code: DMPC™



### Certification Exam:

- Format: Multiple choice
- Questions: 40
- Language: English/Spanish/Portuguese
- Pass Score: 32/40 or 80 %
- Duration: 60 minutes maximum
- Open book: No
- Delivery: This examination is available online
- Supervised: it will be at the discretion of the Partner