



# CDMS

**CERTIFIED  
DIGITAL MARKETING SPECIALIST™**



## PROGRAM OVERVIEW

The Certified Digital Marketing Specialist™ (CDMS) program is designed for participants to experience the connection between digital marketing instruments and their effect on “digital customers”. The new marketing approach is asking more and more the question: how can we make ourselves as a company attractive or known in a way that customers want to contact us?

Marketing psychological perspectives are blended with strategic, technical and creative aspects in order to build the bridge between problem and solution.

***“Digital Marketing starts with the consciousness about the quality of connection between companies and customers”***

## PARTICIPANTS

This Program is designed for:

- Marketers
- Brand Specialists
- Digital Specialists in Content and Production
- Social Media Specialists
- Community Managers and Specialists
- Marketing Media Specialists and Strategists
- Advertising Specialists
- Webmasters and Designers

## PROGRAM OBJECTIVES

- Identification of the basic meta marketing levels from which a company develops its marketing activities.
- Evaluating and answering decisive strategic questions before designing the marketing concept.
- Elaborating effective Corporate Identity aspects in order to be able to fine tune and adjust digital and analog campaigns.
- Recognizing psychological and emotional factors as key for designing effective and memorable contents.
- Understanding and applying the method of Inbound marketing by working with the concept of “Personas” instead of target groups.
- Applying the appropriate tools for a permanent improvement of the mutual communication with customers in order to optimize the marketing targets.

## TRAINING APPROACH

This 3-day Program is an instructor-led, workshop-based environment. The instruction is a blend of lecture, application, individual and team-based exercises. There is additionally 20 hours recommended of self-study to apply knowledge and skills learned in the Program to their daily work and to go through the final Certification Exam at the end of the Program.

## PROGRAM OUTLINE

Seven strategic and tactical steps for successful digital marketing

Part 1: Definition of logical meta marketing levels

- Identity
- Mission
- Vision
- Values

Part 2: Overall Strategy: Red or Blue Ocean?

Part 3: Marketing Mix and its fundamental decisions

- Product: mass or individual?
- Price: high, average or low?
- Promotion: digital and/or analog?
- Place: which sales channels?

Part 4: Corporate Identity

- Design (Branding, Culture, Language, Style)
- Behavior, Netiquette and Image

Part 5: The Digital Marketing Concept

- Psychological factors: emotional content creation
- Customer experience and CRM
- Guerilla marketing: combining experience with information

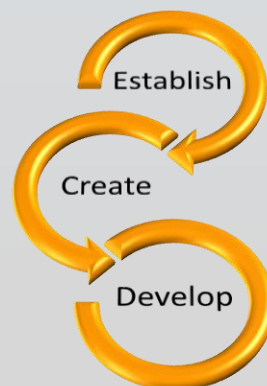
Part 6: The Empathic Inbound Marketing Approach

- From “Target Groups” to the “Customer Journey”
- “Personas” as the new Customer Portfolio

Part 7: Marketing Control

- Attribution and SEO
- Customer Response Channels including “lead magnet”
- Social Media and Data Analytics
- Budgeting

CERTIFICATION EXAM



## CERTIFICATION

Program success is valid by full attendance as well as the passing grade of 70% or higher in the final Certification Exam, demonstrating that the participant has successfully learned, retained, and can utilize the Program knowledge. The final Certificate is awarded and delivered by the GAFM, UBT, and CEC.

Learn how to **ESTABLISH** the ground for applying Digital Marketing activities by defining the Purpose, Identity and Vision of the company for whom you like to produce a marketing campaign. Combine these items with overall strategy aspects which show the main direction for your further activities.

**CREATE** all necessary Corporate Identity elements including Branding, Design, Image and Corporate Behavior. From here you will be able to **DEVELOP** emotional contents on digital and analog platforms in order to lead your customers “from pure information to exciting experience”.

By following the path of an “empathic marketing approach” you will be able to accompany your clients during their individual customer journey. Best demonstrated practices from companies around the world will be used as a source of inspiration for your marketing campaigns.

## Thomas Herbst

## Expert Trainer



Thomas Herbst enjoys 25 years of experience in Marketing and in training and coaching in an international environment. He developed training content for Lufthansa German Airlines in the areas of Marketing, Communication, Sales and Logistics for over 7 years at the Lufthansa Training Center in Seeheim, Germany.

Thomas was also project leader for 2 years in Communication and Marketing for Lufthansa Cargo. He designed and performed a 2-year marketing campaign concerning a revolutionary new business strategy towards 5,000 employees. He also developed marketing and merchandising material such as booklets, CD-Roms, business theatre, interactive learning stations, articles and reports in the Lufthansa Cargo magazine.

In 2000, Thomas founded his company “joynus” specialized in human relationship and its effects on private and business sectors. The key aspect for his working areas is interpersonal communication focusing on the power of connectivity: marketing, sales, negotiations, detecting and solving conflicts, presentation and moderation, leadership, self management and change management.

Thomas Herbst holds an MBA degree from the University of Mannheim, specializing in Marketing.



## GAFM, CEC, UBT CERTIFICATION BENEFITS

- Gain Recognition from The Professional Global Certifying Body and Accreditation Council
- US and Credential Recognition with US Credential Verification. Use of Board Certified Post Nominals and Designations after your name on your Business Card
- Protect your job by achieving recognition from: an independent, vendor neutral, recognized and global authority
- Enhance your digital resume a key membership and industry recognized certification
- You can add GAFM to your Resume, Degree or Professional Licenses & Improve your professional image and salary potential
- Request to Publish Research on our journal, publications, or website as a Certified Member
- Assist the GAFM with its work with the United Nations, Accreditation Agencies, and Department of Labor
- Obtain CPE continuing education easily from any of the 600+ Programs and Business schools that we recognize
- Join our Global Members network and career tools
- Members in more than 150 Countries with Global Professional Membership and Articulation Alliances
- The GAFM Board has international alliances with Leading Associations in the Arab World, Asia, Africa, India, China, Asia, Singapore and more
- The GAFM Official Approved Annual Conferences are TOP Global Conference on International Money, Tax, and Market Issues
- Top Faculty from around the world are GAFM Members, Global Advisors and Fellows
- Certification programs generally count for continuing education for legal, accounting and designations

## ABOUT GAFM

The International Board of Standards for the Global Academy of Finance and Management is an independent SRO Regulatory Organization Entity and worldwide professional society of management and financial practitioners.

The GAFM International Board of Standards is Accredited by the European TUV *Technischer Überwachungs-Verein Österreichisch - Deutschen Gruppe* and Certified/Accredited for ISO Quality Management Standards 9001 and ISO Certified 29990 for Global Training Standards. It is also a founding member of the quality assurance standards memorandum of the CHEA International Quality Group.

GAFM is world recognized, an independent Board of Standards and Accreditation Council for professionals with members more than 150+ countries providing brand recognition for the graduate organization and for individual designations.

In the 22 Arab Nations, GAFM has a multi-year alliance with the Arab Leagues' Arab Academy as a professional alliance organization, which gives the GAFM authority to issue joint diplomas and professional certifications locally in the Arab World. GAFM has approved over 800 accredited government educational providers worldwide via the ACBSP Accreditation articulation alliance and consults directly to assist several governments, including USA, China, Brazil, as well as the United Nations.

GAFM Certifications are also recognized by the India Academy, Latin Consortium, and the African Economist Association.



## ABOUT UBT CEC

The Continuing Education Center (CEC) of the University of Business and Technology (UBT) is a leading international training institute for professionals and executives in career development and in various fields of business and management. Based in Jeddah, UBT is the first university dedicated to business and technology studies in Saudi Arabia.

Where knowledge is power, CEC aims to up-grade and up-date the know-how and expertise of those employees with respect to their various profiles, positions, career evolution and challenges.

## CONTACT CEC

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## CEC, King Road Tower, 27<sup>th</sup> Floor Jeddah



## PROGRAM SCHEDULE

**16 November 2017: 9 am – 4 pm**

**17 November 2017: 3 pm – 10 pm**

**18 November 2017: 9 am – 4 pm**

## PROGRAM FEES

**6500 SR (with Certification) instead of 11000 SR**