

# / Qualifications and training / Catalogue 2019

SEO and PPC / Data-  
driven / Digital / Google  
Analytics / Mobile

Copywriting / Social media  
Email marketing / Content  
strategy / Integrated  
marketing / Customer  
retention / B2B  
marketing

# / Contents

The IDM qualifications	3
The IDM Short courses: Essentials	16
The IDM Short courses: Digital channels	20
The IDM Short courses: Planning & strategy	27
The IDM Short courses: Creative, content & copywriting	33
The IDM Short courses: Customer engagement	39
The IDM Short courses: Skills	43
The IDM Short courses: B2B	46
The IDM Short courses: Data & analytics	49

# **/ The IDM qualifications**

This course will give you the skills to plan, manage and evaluate digital marketing campaigns in social media, search marketing, email, affiliate and more. Get qualified and learn how to confidently integrate them with your wider marketing strategy.

# The IDM Professional Diploma in Digital Marketing

(Dip DigM)

- / Plan the introduction of digital technologies and techniques for marketing that support business objectives
- / Apply the key technologies, tools and techniques of digital marketing to improve marketing effectiveness
- / Identify the potential application of online marketing channels within the marketing communications mix
- / Continuously improve the contribution of digital technologies to your organisation

## Modules

1. How digital continues to transform the role of marketing in business
2. How understanding consumer preference and behaviour helps us to be better digital marketers
3. How efficient and practical planning processes build optimal digital marketing campaigns
4. Building user-centric websites that support customer and digital marketing objectives
5. Understanding the fundamental importance of Search Engine Marketing to digital marketing
6. How Display Advertising builds awareness and generates efficient conversion opportunities for digital marketers
7. Using Email Marketing to build high-value digital relationships with prospects and customers
8. How Content Marketing helps consumers make more informed purchasing decisions
9. Exploring the use of Social Media channels to build, acquire, convert and retain target audiences and customers
10. Extending the reach of digital marketing campaigns through Affiliate Marketing
11. Understanding the personal and contextual role of Mobile in digital marketing campaigns
12. Developing a data acquisition and management strategy that is an integral part of digital campaign planning and delivery
13. Developing digital marketing propositions, ideas and creative that inspire target audiences
14. How regulation, permission and codes of practice inspire efficient digital marketing
15. Understanding the metrics that help us control and refine digital marketing campaigns
16. Exploring the near-future of data-driven digital marketing

### + B2B specialism

In addition to these modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments and exam, you'll be awarded the Professional Diploma in Digital Marketing with B2B (Dip DigM B2B).

Find out more at [theidm.com/prdb2b](http://theidm.com/prdb2b)

## At a glance

### The right course for you

Choose a Professional Diploma if you implement, manage and evaluate campaigns

Equivalent to QCF level 6 or bachelor's degree

12 Months

### Study mode options

#### Intensive

2 x 3 day face-to-face sessions

#### Day-release

6 x 1 day face-to-face sessions

#### Online

Self study

35 CPD Hours

Central London

Intermediate level

2 Assignments & 1 Exam

### Complimentary

IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

B2B - Upgrade available

To book, or for more information, visit [www.theidm.com/profdipd](http://www.theidm.com/profdipd)

Using direct marketing channels effectively is vital to any business. Enrol on this comprehensive qualification and gain the skills to plan and implement data-driven marketing campaigns.

# The IDM Professional Diploma in Data-Driven Marketing (Dip IDM)

- / Understand the principles of data-driven marketing
- / Capture and manage customer data
- / Plan, develop and optimise the customer journey
- / Look at segmentation methodologies and targeted data-driven marketing
- / Maximise your campaigns by using measurement tools and analysis techniques

## Modules

1. The data-driven marketing mix
2. Customer relationship marketing or management?
3. Privacy, compliance and the law
4. Customer insight for marketing
5. Customer service experience strategy for ROI & Profit
6. Data-driven customer acquisition strategy
7. Retaining your best customers
8. Creative strategy – communicating relevantly and persuasively
9. Testing to continually improve marketing performance
10. Planning and implementing data-driven marketing communications campaigns

### + B2B specialism

In addition to these 10 modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments and exam, be awarded the Professional Diploma in Data-Driven Marketing with B2B (Dip IDM B2B).

Find out more at [theidm.com/dipidmb2b](http://theidm.com/dipidmb2b)

## At a glance

### The right course for you

Choose this Professional Diploma Data-Driven Marketing to lead on the management, implementation and evaluation of digital and non-digital campaigns

Equivalent to QCF level 6 or bachelor's degree

12 Months

### Study mode options

#### Intensive

2 x 3 day face-to-face sessions

#### Day-release

6 x 1 day face-to-face sessions

35 CPD Hours

Central London

Intermediate level

2 Assignments & 1 Exam

### Complimentary

IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

B2B - Upgrade available

To book, or for more information, visit [www.theidm.com/dipidm](http://www.theidm.com/dipidm)

This is a course for ambitious marketers looking to develop digital strategy capabilities that will drive personal and business success.

# The IDM Postgraduate Diploma in Digital Marketing

(PG Dip DigM)

- / Understand how strategic digital planning reduces campaign costs while increasing return on investment
- / Confidently developing strategic recommendations that improve customer experiences
- / Understand how actionable and accountable integrated communications plans drive results
- / Systematically analyse and optimise campaigns to develop efficient attribution models

## Modules

1. Digital Enterprise
2. Understanding the complex consumer, company and competitor contexts
3. Developing a compelling digital marketing strategy that drives audience selection, proposition development and customer engagement
4. Constructing and managing campaign finance
5. Using digital channels to build brands
6. Increasing customer insight and optimising campaign performance
7. Using CRM systems to develop increasingly relevant customer communications
8. Developing an integrated digital strategy
9. Developing a digital marketing testing strategy
10. Developing a digital transformation strategy to improve efficiency and customer experience and using marketing automation and programmatic workflows to engage with customers in real-time
11. Exploring the near-future of digital marketing

### + B2B specialism

In addition to these 11 modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments, Professional Practice Report and exam, you'll be awarded the Postgraduate Diploma in Digital Marketing with B2B (PG Dip DigM B2B).

Find out more at [theidm.com/pgdb2b](http://theidm.com/pgdb2b)

## At a glance

### The right course for you

Choose the Postgraduate Diploma in Digital Marketing to lead on the development, application and management of digital marketing strategy

Equivalent to QCF level 7 or master's degree

12 Months

### Study mode options

#### Intensive

3 x 3 day face-to-face sessions

#### Part time

11 x 1 afternoon/evening sessions

35 CPD Hours

Central London

Advanced level

2 Assignments, 1 Professional Practice Report & 1 Exam

### Complimentary

IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

B2B - Upgrade available

To book, or for more information, visit [www.theidm.com/pgdg](http://www.theidm.com/pgdg)

Become a professionally qualified expert in Data-Driven Marketing. The strategic-level skills you gain will both improve business performance and advance your career.

# The IDM Postgraduate Diploma in Data-Driven Marketing (PG Dip IDM)

- / Develop the strategy, plan, implement and evaluate for effective data-driven marketing programmes
- / Plan and implement effective, profitable customer acquisition strategies along with engaging and rewarding retention strategies
- / Identify, obtain, analyse and apply customer insight to improve your data-driven marketing communications mix
- / Test, measure and refine direct marketing programmes to achieve your business objectives and improve ROI

## Modules

1. The contemporary data-driven marketing landscape
2. Building brand value
3. Managing and making sense of data and creating customer insight
4. Customer-centric strategic data-driven marketing planning
5. Integrating data-driven marketing communications
6. Managing innovation
7. Planning and implementing projects
8. Responsible marketing - trust, data, privacy, compliance and the law
9. Measurement, financial evaluation and metrics
10. Managing and leading the marketing function

### + B2B specialism

In addition to these 10 modules, if you specialise in business marketing you have the option to purchase two extra days' training with a B2B expert and complete 9 additional comprehensive modules.

Upon passing your Diploma assignments, Professional Practice Report and exam, you'll be awarded the Postgraduate Diploma in Data-Driven Marketing with B2B (PG Dip IDM B2B).

Find out more at [theidm.com/pgidmb2b](http://theidm.com/pgidmb2b)

## At a glance

### The right course for you

Choose the Postgraduate Diploma Data-Driven Marketing to lead on the development, application and management of digital and non-digital marketing strategy

Equivalent to QCF level 7 or master's degree

12 Months

### Study mode options

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3 x 3 day face-to-face sessions

#### Part time

11 x 1 afternoon/evening sessions

35 CPD Hours

Central London

Advanced level

2 Assignments, 1 Professional Practice Report & 1 Exam

### Complimentary

IDM membership is available to you throughout your studies providing you with 24/7 access to marketing resources including Euromonitor

B2B - Upgrade available

To book, or for more information, visit [www.theidm.com/pgidm](http://www.theidm.com/pgidm)

Become a specialist in email marketing and gain an understanding of how to plan, create and evaluate effective, ROI-driven email marketing campaigns.

# The IDM Professional Certificate in Email Marketing

(Cert EM)

- / Understand the basic components of email marketing
- / Develop an email marketing strategy
- / Identify how to optimise your email design and structure
- / Understand how to develop creative copy for your email marketing campaigns
- / Review the various approaches for testing email marketing campaigns

Become a specialist in Search Engine Optimisation (SEO) and Pay per Click (PPC). Build an integrated search marketing strategy; learn how to improve natural search results and paid search ROI.

# The IDM Professional Certificate in SEO and PPC

(Cert SM)

- / Understand what Search Engine Marketing (SEM) is
- / Understand the importance of an integrated SEM
- / Master Search Engine Optimisation (SEO)
- / Understand the set up and management of Pay Per Click (PPC) marketing
- / Assess how to measure and demonstrate your performance

## At a glance

**The right course for you**  
Choose this Professional Certificate for an in-depth understanding of email marketing, from the planning to evaluation of campaigns

Equivalent to QCF level 5

### Study mode options

**Intensive**  
2 days face-to-face or

**Online**  
Complete online within 12 months

35 CPD Hours

Central London

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit [www.theidm.com/certem](http://www.theidm.com/certem)

## At a glance

**The right course for you**  
Choose this Professional Certificate to understand SEO and PPC in detail, and use and refine each for better ROI

Equivalent to QCF level 5

### Study mode options

**Intensive**  
2 days face-to-face or

**Online**  
Complete online within 12 months

35 CPD Hours

Central London

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit [www.theidm.com/certsm](http://www.theidm.com/certsm)



Stand-out in the competitive social media landscape with the Professional Certificate in Social Media. Become a qualified social media expert with the skills to deliver a robust social strategy that deliver measurable results and ROI

# The IDM Professional Certificate in Social Media

(Cert SocM)

- / Understand social media and engagement
- / Develop a social media strategy with business-focused objectives
- / Understand social media listening
- / Understand influencers and how to use them effectively
- / Select the most appropriate social platforms
- / Deliver, measure and optimise your social media campaigns

Become a content marketing specialist and gain the knowledge and expertise to develop and manage content marketing campaigns. Understand how to improve results and increase customer interactions to drive ROI.

# The IDM Professional Certificate in Content Marketing

(Cert CM)

- / Understand the principles behind content marketing
- / Understand the elements of a successful content marketing strategy
- / Learn about creating personas for content marketing
- / Assess what valuable content is and how you can create it
- / Identify how to measure the success of your content marketing activities

## At a glance

### The right course for you

Choose this Professional Certificate for an in-depth understanding of social media marketing, from the planning to evaluation of campaigns

Equivalent to QCF level 5

### Study mode options

#### Intensive

2 days face-to-face or

#### Online

Complete online within 12 months

35 CPD Hours

Central London

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit [www.theidm.com/certsocm](http://www.theidm.com/certsocm)

## At a glance

### The right course for you

Choose this Professional Certificate for an in-depth understanding of content marketing, from the planning to evaluation of campaigns

Equivalent to QCF level 5

### Study mode options

#### Intensive

2 days face-to-face or

#### Online

Complete online within 12 months

35 CPD Hours

Central London

Intermediate level

2 x 1 hour online exams

To book, or for more information, visit [www.theidm.com/certcm](http://www.theidm.com/certcm)

This award winning professional qualification course provides DPOs and senior marketing managers with a solid working knowledge of the practical implications of the GDPR. Validated by the DMA.

# The IDM Professional Certificate in GDPR

(Cert GDPR)



- / Gain a solid working knowledge of the practical implications of the General Data Protection Regulation (GDPR) to help you avoid heavy fines and damage to your business' reputation
- / This Certificate programme was awarded the Memcom 2018/19 Best Training or Accreditation Initiative and has been developed in partnership with the DMA Legal Team, DMA Responsible Marketing Committee and the GDPR External Working Party.

Learn how unconscious biases can be harnessed in your marketing, including the theory and practice of assembling simple experiments and applying the results.

# The IDM Professional Certificate in Behavioural Economics

(Cert BEco)

- / Recognise how the study of behavioural science can benefit marketing practices
- / Understand how classic campaigns have put behavioural economics into practice to harness bias
- / Apply the EAST framework for nudging behavioural change
- / Understand why using data to inform decision-making is more reliable than opinion
- / Identify processes you should follow to achieve robust results from your experiments

## At a glance

**The right course for you**  
Choose this award-winning Professional Certificate for an in-depth understanding of the GDPR and how to make your business compliant

Equivalent to QCF level 5

12 Months

**Study mode options**  
Online – self-study

35 CPD Hours

Intermediate level

**To book, or for more information, visit**  
[www.theidm.com/cgdpr](http://www.theidm.com/cgdpr)

## At a glance

**The right course for you**  
Choose this Professional Certificate to better understand your customers and what motivates them, and apply principles to your marketing

Equivalent to QCF level 5

**Study mode options**  
Online – self-study

35 CPD Hours

Intermediate level

2 x 1 hour online exams

**To book, or for more information, visit**  
[www.theidm.com/certbeco](http://www.theidm.com/certbeco)

This course will help you achieve your business goals, by writing copy that engages and persuades your audience. Taught online in a live classroom over 10 weeks, with copywriting tasks and individual coaching.

# The IDM Advanced Certificate in Digital Copywriting (Cert DC)

- / Write clear and structured copy for digital media
- / Develop a strong and persuasive style that works for your brand
- / Optimise your copy for search engines
- / Master different approaches for different digital channels
- / Have the confidence to assess copy that works, and make recommendations for improvements

Gain vital insights into the core principles, concepts and practical applications in digital marketing with our comprehensive entry-level introduction to the fastest growing marketing channel.

# The IDM Award in Digital Marketing (Award DigM)

- / Understand the roles and benefits of each digital marketing channel
- / Research, plan, implement, test and measure digital marketing campaigns
- / Understand digital marketing law
- / Confidently plan an integrated digital marketing programme
- / Identify and analyse critical success factors for digital marketing

## At a glance

### The right course for you

Make your copy sell. Stimulate and persuade your audience, and then make them buy. Course runs online for 10 weeks

Equivalent to QCF level 4

10 weeks

### Study mode options

Live online

35 CPD Hours

Intermediate level

1 assignment

To book, or for more information, visit [www.theidm.com/certdc](http://www.theidm.com/certdc)

## At a glance

### The right course for you

Choose this IDM Award for a thorough grounding in Digital Marketing, ideal if you have limited digital knowledge

Equivalent to QCF level 4

12 Months

### Study mode options

Online – self-study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit [www.theidm.com/awdg](http://www.theidm.com/awdg)

Qualify as a data marketing expert with the knowledge, skills and confidence to define your organisation's data strategy.

# The IDM Award in Data & Analysis

## (Award DM)

- / Identify the drivers of value, risk and cost in data used by the marketing department
- / Plan your organisational strategy for data collection, permission and management
- / Understand how data drives marketing and the impact of data quality
- / Create an effective data management strategy
- / Ensure your data strategy respects current and forthcoming legislation
- / Build a secure data management culture that enables marketing innovation

Become a professionally qualified digital copywriter with this highly popular qualification, and be recognised for copy that gets demonstrable results across all digital platforms.

# The IDM Award in Digital Copywriting

## (Award DC)

- / Understand how your audience read and interact with digital content compared to print media
- / Create social media copy that fits into your company's digital marketing strategy
- / Develop outstanding web and email copywriting techniques, learning how to create effective SEO copy
- / Create compelling blog posts and social media messaging for B2C and B2B
- / Respond to comments and feedback across digital channels using clever copywriting
- / Effectively measure your digital content success

### At a glance

#### The right course for you

Develop a thorough grounding in Data & Analysis, with enough information to build an effective data strategy

Equivalent to QCF level 4

12 Months

#### Study mode options

Online – self-study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit [www.theidm.com/ad](http://www.theidm.com/ad)

### At a glance

#### The right course for you

Understand and use the principles of digital copywriting for copy that sells more in this very popular course

Equivalent to QCF level 4

2 Days

#### Study mode options

Face-to-face

35 CPD Hours

Central London

Foundation level

1 assignment

To book, or for more information, visit [www.theidm.com/adc](http://www.theidm.com/adc)

For those who are new to direct marketing this Award provides a solid foundation in the principles of best practice direct mail to help you drive more value for your business.

# The IDM Award in Direct Mail

## (Award DirM)

- / Create and execute direct mail as part of an integrated marketing campaign
- / Understand the role of direct mail in the multichannel marketplace
- / Plan, create and implement a direct mail campaign from creative through to production and evaluation

Learn the key principles of Data-Driven Marketing with this Award, designed for those new to the profession or who need to expand their marketing skill set.

# The IDM Award in Data-Driven Marketing

## (Award DDM)

- / Understand the roles and benefits of direct marketing channels and how to deliver a successful data-driven campaign
- / Plan a data capture strategy
- / Research, plan, implement, test and measure data-driven campaigns
- / Confidently plan an integrated data-driven marketing plan

### At a glance

#### The right course for you

Learn the principles of Direct Mail and build effective campaigns to grow your business

Equivalent to QCF level 4

12 months

#### Study mode options

Online – self-study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit [www.theidm.com/adm](http://www.theidm.com/adm)

### At a glance

#### The right course for you

Learn the principles of Data-Driven Marketing, to plan, build and refine effective digital campaigns based on data insights

Equivalent to QCF level 4

12 Months

#### Study mode options

Online – self-study

35 CPD Hours

Foundation level

1 online exam

To book, or for more information, visit [www.theidm.com/awdm](http://www.theidm.com/awdm)

This qualification provides the answers to the GDPR questions every marketer needs to know.

# The IDM Award in GDPR

(Award GDPR) Accredited by the DMA

- / Understand how the General Data Protection Regulation (GDPR) will affect processing outside of the EU
- / Recognise how the new GDPR was developed by EU lawmakers
- / Realise when Data Processors can be liable
- / Understand what individuals need to be told about processing for marketing purposes
- / Be clear on what individuals need to be told about when processing for marketing purposes
- / Examine the key definitions and scope of the law
- / Prepare for and cope with the rights of the individual (e.g. Right to erasure)
- / Recognise the impacts for your database

This qualification gives you the answers to the GDPR questions every marketer needs to know, with a special focus on the advantages direct mail brings to marketers under the GDPR.

# The IDM Award in GDPR for Direct Mail

(Award GDPR M)

- / Understand how the General Data Protection Regulation (GDPR) affects processing outside of the EU
- / Learn about direct mail and cross-border campaigns
- / Consider personal data in relation to direct mail
- / Recognise mail's GDPR advantage
- / Understand Consent and Legitimate Interests for direct mail
- / Identify special categories of data and direct mail

## At a glance

**The right course for you**  
Understand the principles of the GDPR and what your business needs to do in order to comply with this far-reaching law

Equivalent to QCF level 4

3 Months

**Study mode options**  
Online – self-study

12 CPD Hours

Foundation level

1 online exam

**To book, or for more information, visit**  
[www.theidm.com/agdpr](http://www.theidm.com/agdpr)

## At a glance

**The right course for you**  
Understand how the GDPR applies specifically to Direct Mail, and what advantages the medium holds for marketers

Equivalent to QCF level 4

3 Months

**Study mode options**  
Online – self-study

12 CPD Hours

Foundation level

1 online exam

**To book, or for more information, visit**  
[www.theidm.com/awdpr](http://www.theidm.com/awdpr)

# **/ The IDM**

## **Short courses:**

### **Essentials**

Equip yourself with all the essential, practical skills to thrive in the ever-changing world of Direct Marketing, with this industry-leading, results-focused course.

## Digital Marketing: Essentials

- / Optimise websites for search engines and deliver more traffic via Pay per Click
- / Increase engagement through social and create incremental sales with affiliate programmes
- / Put mobile to work for you across all aspects of the customer journey
- / Build lasting relationships through email and user-centric customer experiences
- / Understand analytics to monitor and improve campaign performance.

Understand the key Google Analytics reports, and learn how to interpret them to make the most of your data and your marketing in this hands-on, practical training course.

## Google Analytics: Essentials

- / Configure your Google Analytics dashboard and create customer alerts to improve the accuracy of your reports and get the most out of your data
- / Compare multiple metrics using advanced segments to set actionable KPIs and develop your reporting
- / Understand campaign attribution through the multichannel funnel
- / Use goals to configure funnels and interpret the funnel visualisation report to improve conversion and goal completions
- / Create and interpret content drilldown reports to build more effective webpages and boost your conversion rates.

### At a glance

#### The right course for you

Get a best in class, results-focused grounding in all the essential digital marketing skills, from identifying the right digital channel to evaluating campaign performance

1 Day

#### Study mode

Intensive

#### Study mode options

Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/dmes](http://www.theidm.com/dmes)

### At a glance

#### The right course for you

Learn how to use Google's suite of analytics to better understand your customers and how they digitally interact with you

Also forms part of a 2 day course – Google Analytics: the complete guide, visit [theidm.com/goo](http://theidm.com/goo)

1 Day

#### Study mode

Intensive

#### Study mode options

Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/goi](http://www.theidm.com/goi)



The programmatic course will provide a comprehensive understanding of programmatic, how it is changing the world of digital marketing today and show the impact on media buying.

# Programmatic Marketing: Essentials

- / Understand what programmatic is and how this approach has fundamentally changed the media buying landscape
- / Review the data process and the key stakeholders who make up the value chain, using the Programmatic framework
- / Recognise the opportunities and threats of using programmatic from a practical and legal and compliance perspective, when should Programmatic be used and when shouldn't it
- / Distinguish what's next for programmatic and how will this impact an organisation and its agencies in the future
- / Analyse to a level of knowledge that will enable you to challenge and question from a media agency and an organisation perspective

A dynamic mix of copywriting theory and practical exercises to introduce and apply the basic principles of successful copywriting to webpages, emails and social media.

# Digital Copywriting: Essentials

- / Understand the basic rules of great copywriting and how digital media presents different challenges
- / Write successful web headlines, copy and calls to action
- / Write for Google as well as for your human audience
- / Test and learn from email copywriting
- / Create successful copy for various social media platforms.

## At a glance

**The right course for you**  
Learn how Programmatic Buying has changed media buying and how you can apply the principles to your business

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/prom](http://www.theidm.com/prom)

## At a glance

**The right course for you**  
Understand and apply the principles of digital copywriting in this 1-day course featuring a mixture of theory and practice

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/coes](http://www.theidm.com/coes)

Get a greater understanding of the numbers that underpin your marketing. This introduction will help you to create the right financial business case and measure outcomes.

# Budgeting for Marketers: Essentials

- / Gain a greater understanding of direct and digital marketing metrics
- / Gauge the success and failure of your marketing activity
- / Understand the principles and the terminology
- / How to understand and apply results to maximize campaign performance
- / Budget and build the financial business case for campaigns.

## At a glance

**The right course for you**  
Understand the numbers behind your campaigns in this 1-day course in budgeting, featuring a mixture of theory and practice

**1 Day**

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

**7 CPD Hours**

**London**

**Beginner level**

**To book, or for more information, visit [www.theidm.com/ffm](http://www.theidm.com/ffm)**

**/ The IDM**

**Short courses:**

**Digital channels**

Discover the strategies, tools and techniques that will help improve your results in today's highly competitive organic search engine rankings and get the most from your campaigns.

# Search Engine Optimisation (SEO)

- / Develop a search engine-friendly website by optimising its structure, design and usability
- / Ensure search engines index your website content quickly, accurately and to maximise results
- / Apply keyword analysis techniques to optimise your site and boost its relevance for search
- / Achieve higher search rankings using a link building action plan
- / Identify, measure and act upon the KPIs that will help you boost your SEO performance.

This one-day PPC training course helps you structure and manage PPC campaigns that increase the number and quality of visitors to your website, and keep acquisition costs to a minimum.

# Pay Per Click (PPC)

- / Understand the role of Pay per Click in the search marketing landscape
- / Develop and implement PPC campaigns that increase high quality clicks and raise Quality Scores
- / Craft highly effective PPC ads that encourage click-throughs while continuously testing
- / Develop a bid management strategy to maximise high quality visitors and minimise costs
- / Identify, measure and act upon the KPIs that will help you boost your PPC performance.

## At a glance

### The right course for you

Understand and apply the principles of SEO in this 1-day course featuring a mixture of theory and practice

### Upgrade available

Also forms part of a 2-day course – Search Engine Marketing: SEO & PPC visit [theidm.com/sem2](http://theidm.com/sem2)

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/seo](http://www.theidm.com/seo)

## At a glance

### The right course for you

Understand and apply the principles of PPC in this 1-day course featuring a mixture of theory and practice

### Upgrade available

Also forms part of a 2-day course – Search Engine Marketing: SEO & PPC visit [theidm.com/sem2](http://theidm.com/sem2)

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/ppc](http://www.theidm.com/ppc)

Learn how to get higher search rankings, increase visitors to your site and maximise ROI on this intensive two-day course. Boost conversion rates and measure your results with effective actionable insights.

# Search Engine Marketing: SEO & PPC

- / Develop an integrated search marketing plan that maximises your SEO and PPC efforts
- / Create landing pages that will boost conversion rates for both SEO and PPC
- / Apply keyword analysis to optimise your site for SEO and make your PPC activity more effective
- / Ensure that growth is sustained in your targeted traffic
- / Identify, measure and act upon the KPIs that will help you boost your performance in search.

Maximise response, conversion and ROI from your email campaigns on this one-day course, with advanced techniques for segmenting, targeting, integration and automation.

# Email Marketing: Strategy

- / Evaluate the use of email as a marketing tool for your business
- / Set objectives and messaging strategies to achieve the right results
- / Understand what, when and how to measure
- / Explore the opportunities for harnessing technology and wider channels
- / Improve email marketing efficiency through segmentation techniques

## At a glance

### The right course for you

Drive sustained traffic growth through your SEO and PPC activity.

### Upgrade available

You can upgrade to our qualification – The IDM Professional Certificate in Search Marketing, visit [theidm.com/certsm](http://theidm.com/certsm)

2 Days

### Study mode

Intensive

### Study mode options

Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/certsm](http://www.theidm.com/certsm)

## At a glance

### The right course for you

The right course for you Understand and apply the strategies underpinning successful email campaigns in this 1-day course

### Upgrade available

Also forms part of a 2 day course, which you can upgrade to – Email Marketing: Strategy and Tactics, visit [theidm.com/cme](http://theidm.com/cme)

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/embc](http://www.theidm.com/embc)

Discover what you need to create effective, results-driven email marketing campaigns, from design and delivery, through to testing, measuring and analysis.

# Email Marketing: Tactics

- / Set the foundations for success with good quality data
- / Understand the influence of copy and design for different devices
- / Identify the key factors affecting email delivery
- / Test, measure and refine your email campaigns for success
- / Understand lifetime value and develop effective retention programmes.

Learn how to get better response, more conversions and higher ROI. Gain the confidence to optimise all aspects of your email marketing.

# Email Marketing: Strategy and Tactics

- / Evaluate the use of email and set the right objectives for your business
- / Understand the importance of good data, testing and of measuring results
- / Understand the influence of design and copy
- / Explore opportunities for harnessing technology and wider channels
- / Develop the right segmentation and targeting strategies for your audiences.

## At a glance

### The right course for you

Understand and apply the tactics used in successful email campaigns in this 1-day course

### Upgrade available

Also forms part of a 2 day course, which you can upgrade to – Email Marketing: Strategy and Tactics, visit [theidm.com/cme](http://theidm.com/cme)

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/emsi](http://www.theidm.com/emsi)

## At a glance

### The right course for you

In this 2-day course you'll go step by step through the planning, creation and delivery of high quality email campaigns.

### Upgrade available

You can upgrade to our qualification – The IDM Professional Certificate in Email Marketing, visit [theidm.com/certem](http://theidm.com/certem)

2 Days

### Study mode

Intensive

### Study mode options

Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cme](http://www.theidm.com/cme)

Learn to create a results-driven social media strategy that's effective, measurable, accountable and contributes to the long-term success of your business.

# Social Media: Strategy

- / Understand your social media landscape
- / Build a long and short term social media plan that aligns to business objectives
- / Understand the importance of content, social listening, influencers and communities
- / Understand social media metrics and build your social media KPIs
- / Plan for the social business.

Turn your social media strategy into actions, with all the tools and processes you need to implement and manage successful social media campaigns for your business.

# Social Media: Tools and Tactics

- / Translate social media strategy into actions that get the best results for your business
- / Develop social media processes that minimise effort and maximise effectiveness
- / Make the most of social media tools, develop social listening, create social media content
- / Measure and evaluate your social media activity
- / Innovate in the social media space.

## At a glance

### The right course for you

Understand and apply the strategies underpinning successful social campaigns in this 1-day course

### Upgrade available

Also forms part of a 2-day course – Social Media: Strategy, Tools and Tactics, visit [theidm.com/csm](http://theidm.com/csm)

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/smst](http://www.theidm.com/smst)

## At a glance

### The right course for you

Understand and apply the tools and tactics used in successful social campaigns in this 1-day course

### Upgrade available

Also forms part of a 2-day course – Social Media: Strategy, Tools and Tactics, visit [theidm.com/csm](http://theidm.com/csm)

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/com](http://www.theidm.com/com)

Learn how to develop a strategy, set objectives and identify social influencers. Discover the best social platforms for you and plan your social content effectively.

# Social Media: Strategy, Tools and Tactics

- / Understand your social media landscape
- / Build your social media plan, define processes and determine KPIs
- / Implement effective social media activity that contributes to your business objectives
- / Innovate with content, tools, influencers and communities
- / Motivate and incentivise to achieve a social business.

The digital revolution has had a huge impact on the role that PR plays in any brand strategy. This course will look at how PR must align with marketing in today's 'connected' world.

# PR in a Changing Digital Landscape

- / Embrace the new digital landscape for PR activity and understand why the tools available as a result of this digital explosion have never been more important
- / Deliver effective content to engage the multi-channel audience. Integrate digital media to work in tandem with PR to create brand advocates
- / Tell a better story through PR activity to drive media engagement and customer loyalty
- / Better align PR activities with overall marketing activity to continue to maximise its perceived value and deliver results.

## At a glance

### The right course for you

This two-day course gives practical advice that will help you boost your social media marketing results.

### Upgrade available

You can upgrade to our qualification – The IDM Professional Certificate in Social Media, visit [theidm.com/certsocm](http://theidm.com/certsocm)

2 Days

Study mode  
Intensive

Study mode options  
Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/csm](http://www.theidm.com/csm)

## At a glance

### The right course for you

Understand how digital media has disrupted PR, and learn how to apply the new rules to your business

1 Day

Study mode  
Intensive

Study mode options  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/prdg](http://www.theidm.com/prdg)



Make affiliate marketing work better for your business. Learn how to devise a strategy, set objectives and measure results. Identify the types of affiliates that are best for your business and integrate this into your wider marketing strategy.

# Affiliate Marketing

- / Understand the principles, benefits and pitfalls of affiliate marketing
- / Identify which types of affiliates are best for your business
- / Develop an effective affiliate marketing strategy
- / Measure and evaluate your affiliate marketing programme
- / Integrate affiliate marketing into your wider marketing activity.

Influence is power... Learn why influencers are so important for modern brands, how to implement an effective influencer marketing strategy, and ultimately, how to harness the power of influencer marketing.

# Influencer Marketing

- / Understand what Influencer Marketing is and it's many different faces
- / Recognise how Influencer Marketing fits within the marketing mix and how to find the right influencers for your brand
- / Build a compelling proposition for your influencers
- / Understand the ladder of engagement to maximise your Influencer programme
- / Appreciate the legal guidelines around Influencer Marketing
- / Define a measurement framework.

## At a glance

### The right course for you

Understand the principles and applications of affiliate marketing and how to apply them to your business

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/aff](http://www.theidm.com/aff)

## At a glance

### The right course for you

Learn how to use influencers – bloggers, celebrities and thought-leaders - to improve your marketing

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/inf](http://www.theidm.com/inf)

**/ The IDM**  
**Short courses:**  
**Planning &**  
**strategy**

You'll be guided through each stage of a campaign plan, from positioning in the market to measuring how it goes. Learn how to reach your target audience and attract interest for your proposition.

# Campaign Planning

- / Set suitable targets for what the campaign should achieve
- / Define the right target audience for your campaign
- / Decide what media and channels to use and how to combine them
- / Put together a creative brief for all the elements of the campaign
- / Set a budget and put in place how to measure the success of the campaign
- / Plan the execution of each part of the campaign.

This course explores the key concepts of Digital Transformation and its potential to constantly change the way we think and work. Gain confidence in beginning to develop your own digital transformation playbook.

# Digital Marketing Transformation

- / Examine why digital transformation is hard to define and even harder to deliver without the right vision, support and commitment
- / Consider how to use digital technology and agile workflows to enhance how we connect and create value with our customers at every touchpoint
- / Understand how CX provides a differentiating focus and momentum to business even in the most competitive sectors
- / Develop customer solutions, business models and approaches that radically shift customer behavior and market dynamics
- / Find ways of working that force incumbent market leaders to profoundly question their accepted strategies and processes and thereby gain and maintain competitive advantage.

## At a glance

**The right course for you**  
Learn to plan effective marketing campaigns in this 1-day course, which features a mixture of theory and practice

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/1cpm](http://www.theidm.com/1cpm)

## At a glance

**The right course for you**  
Learn the key concepts of digital transformation in this 1 day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/dmt](http://www.theidm.com/dmt)

Learn how to successfully plan, run and control digital projects, avoid costly pitfalls, and set the criteria for success that will positively impact your bottom line.

# Digital Project Management

- / Understand the different types of digital project and the key processes each involves
- / Devise a clear plan and set the criteria for success
- / Effectively manage and control projects aligned to business and stakeholder objectives
- / Understand what it takes to keep a project on time and on budget
- / Identify issues to avoid potential problems and have a disaster recovery strategy.

Provide digital marketers with a structured and practical approach to developing customer-centric digital marketing strategies.

# Digital Marketing Strategy

- / A practical planning framework ensures your strategy lays the foundation for powerful strategy development
- / A grounded strategy focuses your targeting decisions, drives proposition development and supports CX across each Customer Journey touchpoint
- / To build efficient and effective data, channel and creative strategies that support and evaluate the delivery of your digital strategy
- / To put theory in practice in a customer-centric strategy workshop.

## At a glance

### The right course for you

Learn how to plan, run and manage digital projects in this 1-day course

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/mdp](http://www.theidm.com/mdp)

## At a glance

### The right course for you

Develop a Planning framework to ensure your strategy lays the foundation for powerful strategy development.

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/dms](http://www.theidm.com/dms)

Gain a thorough knowledge of the strategy process and learn to develop and implement robust marketing strategies in line with your organisation's wider business objectives.

# Integrated Marketing Strategy

- / Plan, create and implement effective strategic marketing plans
- / Understand how to develop sustainable advantage
- / Manage your brand across multiple channels
- / Integrate your strategy across on and offline channels in line with business objectives
- / Effectively measure and evaluate your outputs.

During this course you'll develop a full understanding of goal setting and performance tracking. You'll leave with an assured grasp of strategy that will help you to delivers results.

# Content Marketing Strategy

- / Create your content strategy
- / Understand how to create content goals
- / Understand the metrics specifically correlated to the content funnel
- / Put together a content audit
- / Develop a content strategy process for the company.

## At a glance

**The right course for you**  
Understand and apply the strategies underpinning successful integrated marketing campaigns in this 1-day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/ims](http://www.theidm.com/ims)

## At a glance

**The right course for you**  
Plan your content marketing to boost your success.

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cs](http://www.theidm.com/cs)

Develop the skills and confidence to devise and implement an eCommerce strategy that gets results in the face of ever-changing technology and consumer expectation.

# eCommerce Strategy

- / Understand today's eCommerce world, the omnichannel customer and what they value most
- / Grasp what is driving the eCommerce and mCommerce revolution: technologies, payments, consumer behaviour
- / Improve eCommerce experiences through User Centred Design and UX
- / See the ingredients of high performance eCommerce sites and apps
- / Map the customer journey to target high value customers
- / Understand how to improve your conversion levels
- / Learn the techniques to track and optimise your eCommerce performance.

Learn how to use content marketing to engage with your customers and improve results. Understand the elements of a successful content marketing strategy, and how to track and measure its success.

# Content Marketing: The Complete Guide

- / Understand why content marketing is important and what its key benefits are
- / Understand the elements of a successful content marketing strategy
- / Understand the importance of personas in content marketing
- / Identify what qualifies as valuable content
- / Learn how to track and measure the success of your content marketing strategy.

## At a glance

### The right course for you

Understand and apply eCommerce Strategies to improve your brand's digital sales in this 1-day course

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/ecom](http://www.theidm.com/ecom)

## At a glance

### The right course for you

Identify the best channels and how to distribute content effectively.

### Upgrade available

You can upgrade to our qualification – The IDM Professional Certificate in Content Marketing, visit [theidm.com/certcm](http://theidm.com/certcm)

2 Days

### Study mode

Intensive

### Study mode options

Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/con](http://www.theidm.com/con)

**A practical guide to harnessing irrational consumer decisions and making them, if not entirely predictable, then far more intelligible using Behavioural Economics principles.**

# Behavioural Economics

- / Use the principles of Behavioural Economics to develop frameworks for research and planning
- / Change the context in which you present choices to consumers. Develop messaging that influences patterns of consumption
- / Build messaging that nudges people to make more profitable decisions. Identify and modify consumption habits and patterns. Understand the power of the default option
- / Understand how 'mental accounting' affects decision making
- / Make 'irrational' consumers more predictable.

## At a glance

### The right course for you

Understand and apply the principles of Behavioural Economics to understand what motivates your customers in this 1-day course

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Beginner level

**To book, or for more information, visit [www.theidm.com/beh](http://www.theidm.com/beh)**

**/ The IDM**  
**Short courses:**  
**Creative,**  
**content &**  
**copywriting**



Get practical experience of writing in an effective and arresting way. Optimise your response with stronger calls to action.

# Copywriting: An Introduction

- / Understand the principles of responsive copywriting
- / Apply the same principles to write more creative, engaging, effective copy
- / Clearly define your target audience for each piece of writing
- / Use valuable techniques for generating new creative approaches to copy
- / Apply your learning to all key marketing media.

Understand and apply the advanced techniques and drivers that help you plan, write and review copy that really engages, persuades and sells – whatever the medium.

# Copywriting Masterclass

- / Understand the science of how people read copy and use it to your advantage
- / Define and articulate the real value in a sales proposition
- / Use both emotional and rational drivers to compel and persuade
- / Structure, write and adapt your copy to suit all primary marketing media
- / Ensure design, graphics, images and typography work with your copy, not against it.

## At a glance

**The right course for you**  
Learn the principles behind writing copy that sells in this 1-day course featuring a mixture of theory and practice

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/copr](http://www.theidm.com/copr)

## At a glance

**The right course for you**  
Learn advanced techniques behind copy that persuades and sells in this 1-day course featuring both theory and practice

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Advanced level

To book, or for more information, visit [www.theidm.com/copa](http://www.theidm.com/copa)

Write copy that attracts, engages and influences readers. Learn how good copywriting can boost results, from better search engine optimisation to improved email response.

# Copywriting for Web and Email

- / Understand how your audience interacts with digital content as opposed to print
- / Create the most effective web copy that attracts and extends the journey of more visitors
- / Write both to engage your audience and to attract search engines
- / Appeal effectively to both B2B and B2C audiences
- / Create emails and email campaigns that drive improved results.

Discover how to write in a conversational style that engages readers and promotes response. Establish an assured voice that resonates with your audience and your brand.

# Copywriting for Social Media and Blogs

- / Make the most of social media and blogs to get the best results for your business
- / Turn robust copywriting principles into compelling blogs and posts
- / Understand the benefits of the key social media platforms
- / Use social media for search. Inspire feedback, react to the best effect, measure success.

## At a glance

**The right course for you**  
Learn how to write effective, persuasive copy for web and email in this 1-day course featuring both theory and practice

**Upgrade available**  
Also forms part of a 2 day course – Copywriting for Digital, visit [theidm.com/cgc](http://theidm.com/cgc)

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cwe](http://www.theidm.com/cwe)

## At a glance

**The right course for you**  
Learn to engage your audience with techniques for writing blog posts and social media updates.

**Upgrade available**  
Also forms part of a 2 day course – Copywriting for Digital, visit [theidm.com/cgc](http://theidm.com/cgc)

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/csb](http://www.theidm.com/csb)

On this 2-day course you'll learn how to write better copy for web, email, social media and blogs. Use these techniques to gain attention, drive traffic and improve results.

# Copywriting for Digital

- / Understand how an audience interacts with digital media differently from print
- / Identify what makes digital content successful for web, email, social media and blogs
- / Produce persuasive copy across all digital media whether you're writing, repurposing or editing
- / Drive web traffic by creating copy that will be found by search engines
- / Improve return on investment by using the right words in the right places.

This course provides training aimed at those tasked with writing digital content for their brand or organisation, whether it be for their website, blog, mobile, email, social media or any other digital platform.

# Writing for Content Marketing

- / Establish and clarify your goals with regards to your digital content
- / Plan your content to ensure your copy achieves your organisation's aims
- / Define the key steps in your users' journey and plan content against this
- / Define the content types that will engage your audience
- / Write content that attracts, persuades and converts your customers.

## At a glance

**The right course for you**  
Understand what works and apply this to your writing.

**Upgrade available**  
You can upgrade to our qualification – The IDM Award in Digital Copywriting, visit [theidm.com/adc](http://theidm.com/adc)

2 Days

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cgc](http://www.theidm.com/cgc)

## At a glance

**The right course for you**  
Learn how to write effective, persuasive and sharable copy for content marketing campaigns in this 1-day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cmck](http://www.theidm.com/cmck)

Get results from your fundraising copy. Understand how to sell ideas and grab attention. Discover the persuasion methods that work best for this sector with practical advice on how to improve response rates.

# Copywriting for Not-for-Profit

- / Apply behavioural science to get more people to read whatever you write
- / Avoid the mistake 90% of copywriters make when asking for support or donations
- / Use statistics, stories, typography and more to engage, persuade and get results
- / Write equally effectively for acquisition, retention and lapsed supporters
- / Adapt and apply all you have learned so that it works across all media

Learn how to get better results by crafting a brilliant brief. Discover the best way to write a clear proposition and get noticed through big creative ideas. Understand how to confidently evaluate what the creative team produces and give effective feedback.

# Briefing and Evaluating Creative Work

- / Determine the objectives of your communications
- / Write a clear proposition
- / Implement an effective briefing process
- / Inspire and equip creative teams to produce results you want
- / Identify the 'big creative idea' and evaluate pitches.

## At a glance

**The right course for you**  
Learn how to write effective and persuasive copy for not-for-profit campaigns in this 1-day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cnfp](http://www.theidm.com/cnfp)

## At a glance

**The right course for you**  
Learn to commission excellent creative work, and then test its effectiveness in this 1-day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/bec](http://www.theidm.com/bec)

The course will explore the key components, characters and narrative arcs that create a compelling and persuasive selling story.

# Storytelling

- / Why storytelling is such a powerful and persuasive method of communication
- / When and where storytelling should be used to promote your brand, organisation, products or services
- / How and why storytelling wins, hearts as well as minds of your customers
- / The key components of an engaging, compelling and persuasive brand or business story
- / What is the best possible ending and outcome for you and your customer.

## At a glance

**The right course for you**  
The course will explore the key components, characters and narrative arcs that create a compelling and persuasive selling story.

**1 Day**

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

**7 CPD Hours**

**London**

**Intermediate level**

**To book, or for more information, visit [www.theidm.com/sty](http://www.theidm.com/sty)**

**/ The IDM**  
**Short courses:**  
**Customer**  
**engagement**

Create an acquisition communication plan and develop your proposition strategy. Measure and test your campaigns to improve results.

# Customer Acquisition

- / Understand the key steps and considerations within the acquisition planning process
- / Develop your prospect pool using market analysis, segmentation and profiling
- / Create an acquisition budget and forecast response
- / Design a creative and engaging acquisition plan that converts awareness into action
- / Test and measure the effectiveness of your multichannel acquisition strategy.

## At a glance

### The right course for you

Understand and apply the strategies needed to acquire new customers in this 1-day course

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/acq](http://www.theidm.com/acq)

Understand how to use data to create more personal communications with customers and prospects. This course will give you the confidence to create retention strategies that work for your organisation.

# Customer Retention

- / Understand the real nature of customer loyalty and the true meaning and application of CRM
- / Understand how your customers interact, use and buy (or not) from your brand
- / Use analytical methods to measure customer retention and loyalty
- / Plan and target a customer contact strategy, using online and offline communications
- / Implement and evaluate the success of your customer retention strategy.

## At a glance

### The right course for you

Understand and apply the strategies needed to keep your customers happy and keep them as customers in this 1-day course

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/ret](http://www.theidm.com/ret)

Boost value for you and your customers with customer insight. Learn how to gain a competitive advantage by understanding the behaviour of your customers and their value to you.

# Customer Insight

- / Understand how customer insight can increase value for both your business and your customers
- / Identify and understand the sources of insight and how it delivers competitive advantage
- / Plan the development of customer insight for your business, aligned with marketing strategy
- / Translate insight into specific, value-creating marketing actions
- / Use improved insight to measure your marketing success.

Create the best possible experiences for your web and mobile visitors. Understand your customers' needs and use these insights to optimise your design and content.

# User Experience

- / Better understand user experience (UX) and why it is important
- / Understand your customers' needs and what they value with mobile and online customer journeys
- / Learn how to map the customer journey and use this to identify opportunities on web and mobile
- / Learn how to create a better user experience through User-Centered Design (UCD) methods
- / Learn techniques to assess and test the user experience.

## At a glance

**The right course for you**  
Understand your customers better and use what you learn about them to improve your marketing in this 1-day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cin](http://www.theidm.com/cin)

## At a glance

**The right course for you**  
Learn how to test and improve your web and mobile media using analytics tools and techniques.

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/cxp](http://www.theidm.com/cxp)



**Plan, implement and manage an engaging, accountable strategic online CRM programme that delivers improved and measurable results for your business.**

# Digital CRM

- / Effectively manage relationships with customers and communicate with them on an individual basis to establish, develop and maintain a successful relationship - including using behavioural and purchase data to inform your strategy and personalise campaigns
- / Plan strategic online CRM programmes with an understanding of eCRM key performance metrics
- / Common features of ESPs and marketing automation platforms and how to choose the best one to suit your needs
- / The technical aspects of marketing automation including behavioural targeting
- / Create a practical, actionable customer touchpoint plan (or 'customer journey')
- / Execute your campaign with robust rollout and testing strategies (including multivariate testing)
- / Make the most of online CRM as a way to integrate marketing activities.

## At a glance

### The right course for you

Understand and apply CRM

Strategies to improve your brand's effectiveness in this 1-day course

**1 Day**

### Study mode

Intensive

### Study mode options

Face-to-face

**7 CPD Hours**

**London**

**Intermediate level**

**To book, or for more information, visit [www.theidm.com/ecrm](http://www.theidm.com/ecrm)**

**/ The IDM**

**Short courses:  
Skills**

This course uses modern hacking mentality and techniques to enable you to make instant changes to enhance your personal performance and become the best leader you can be.

# Innovate You - Become a Modern Marketing Leader

- / Gain access - understand your personal value and how it can drive your performance
- / You'll be guided through self-analysis by a professional business coach, giving you access to expert advice
- / Leak it - communicate and apply yourself at work in a compelling way
- / Collaborate - make practical plans to build a useful professional network to support your personal growth
- / Continually hack - use simple techniques that will help you to continually improve your impact.

For a marketer or agency, every presentation is an opportunity to create understanding, discuss ideas and move ahead. This workshop will share practical thinking and actions around preparation, performance and personal confidence.

# Presentation Skills

- / Understand what good preparation looks like
- / Develop a deeper understanding of you and your audience
- / Develop the skills of effective presentation
- / Present with increased credibility, professionalism and impact
- / Become personally confident in yourself and your capabilities as a presenter.

## At a glance

### The right course for you

Apply modern marketing techniques to yourself to improve your performance and leadership skills

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/inno](http://www.theidm.com/inno)

## At a glance

### The right course for you

Hone your presentation skills to improve your performance and confidence, and give your presentations power

1 Day

### Study mode

Intensive

### Study mode options

Face-to-face

7 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/pres](http://www.theidm.com/pres)

Discover how to improve existing stakeholder relationships and the tools you can use to help. Build confidence using real world examples.

# Managing Stakeholders

- / Understand what good stakeholder management looks like
- / Better understand your own preferences, behaviours and working styles
- / Develop a technique to gauge the preferences, behaviours and working styles of others
- / Learn how to use that knowledge and understanding to build effective working relationships
- / Consider your existing stakeholder relationships and what steps you might take to improve those.

## At a glance

### The right course for you

Learn how to gauge the preferences, behaviours and working styles of yourself and others to build more effective working relationships.

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

**To book, or for more information, visit**  
[www.theidm.com/stk](http://www.theidm.com/stk)

**/ The IDM**

**Short courses:  
B2B**

Be recognised for your all-round marketing expertise and add a unique B2B specialism to your existing knowledge. If you're in B2B then this 2-day course will give you both a competitive edge and maximum flexibility in your future career options.

## B2B Marketing: The Complete Guide

- / Understand the B2B marketing landscape; now and in the future
- / Measurable marketing; learning from the best on and offline business campaigns
- / Understand the B2B journey, what it is and how to map it for successful results
- / Align marketing to the business strategy and get the sales team onside
- / Engage and drive successful results by using Email and Content marketing.

Get up to speed with the latest techniques in Business to Business lead generation and nurturing, then benchmark your current activity against industry best-practice.

## B2B Lead Generation

- / Generate more of the leads your sales people crave, and less of those they hate!
- / Understand how best to qualify a lead before handing over to sales
- / Maximise the use of data to make the most of every sales opportunity
- / Utilise automated marketing to optimise the customer journey. Integrate across digital media, to optimise performance.

### At a glance

**The right course for you**  
Understand the changing B2B landscape and what it means for marketers in this 2-day course

2 Days

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/b2b1](http://www.theidm.com/b2b1)

### At a glance

**The right course for you**  
Learn to generate leads and nurture them through to sales in this 1-day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/lead](http://www.theidm.com/lead)

Learn how to develop a successful Account Based Marketing (ABM) programme. From an understanding of the principles through to practical exercises, this course gives you the tools to get your programme up and running.

## B2B Account-Based Marketing

- / Develop strategies to make sure marketing and sales work perfectly together
- / Set realistic targets for your programme and what it can achieve
- / Find the best companies to include in your programme
- / Choose the technology you need to make it all work
- / Plan the content and communications to make sure you succeed.

This course will take you step-by-step through each stage of the communication process - from planning to post campaign analysis. You'll be able to approach each new writing task with confidence in your ability, and a clear road map to success.

## B2B Copywriting

- / The essentials of writing copy for B2B and what the changes are from B2C
- / A step-by-step guide on how to write a brief
- / General principles for writing body copy
- / How to improve your copy – what you should be including
- / How to get your copy noticed, read and acted upon.

### At a glance

#### The right course for you

Learn the principles and applications of Account-Based Marketing to get your own campaigns running in this 1-day course

1 Day

Study mode  
Intensive

Study mode options  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/abm](http://www.theidm.com/abm)

### At a glance

#### The right course for you

Learn how to write briefs and body copy for B2B marketing campaigns that get read, noticed and acted upon.

1 Day

Study mode  
Intensive

Study mode options  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/b2bc](http://www.theidm.com/b2bc)

**/ The IDM**

**Short courses:**

**Data & analytics**



Learn the essential metrics to help you measure campaign performance, calculate customer value, and develop strategies for improved, insight-based, ROI-focused marketing.

# Data-Driven Marketing

- / Use data to improve the efficiency and effectiveness of your marketing programmes
- / Understand the metrics to evaluate your marketing performance
- / Use data to determine the value of your customers
- / Implement a test programme to improve campaign performance
- / Leverage your marketing expenditure and improve ROI.

Turn your customer data into intelligence, and turn your intelligence into greater, and measurable, marketing success with this popular data analytics course.

# Data Analytics for Marketers

- / Identify which statistical methods are most useful to marketers
- / Maximise the effectiveness of the data you hold
- / Use predictive modelling techniques and segmentation methods
- / Identify and interpret the key elements of your statistical output
- / Use the findings appropriately and effectively to inform future strategies.

## At a glance

### The right course for you

Learn the principles of Data-Driven Marketing, to plan, build and refine digital campaigns based on data in this 1-day course

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/mcp](http://www.theidm.com/mcp)

## At a glance

### The right course for you

Learn to analyse your data and turn what you discover into valuable insights for your marketing in this 2-day course

2 Days

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/uda](http://www.theidm.com/uda)

Drive better results from your website with a deeper understanding of Google Analytics. Discover advanced techniques that will help you segment data and drill deeper into your metrics.

# Google Analytics: Advanced

- / Implement best practice guidelines and make the most of advanced Google Analytics techniques
- / Segment, drill deeper and share reports for different channels such as SEO, PPC and social media
- / Use advanced customisation of reports to gain even deeper insights into your data
- / Create multichannel funnels and see when your marketing channels work together to boost sales and increase conversion rates
- / Plan and manage the A/B and multivariate testing of pages

Learn how to get accurate reports that help you boost your marketing campaigns. Discover how to measure SEO, PPC, social referrals, email, banner campaigns and other online activities effectively.

# Google Analytics: The Complete Guide

- / Configure Google Analytics for your specific business needs to ensure your reports are as accurate as possible
- / Accurately measure your SEO, PPC and all online activities correctly through proper tagging - such as for email and banner ad campaigns
- / Boost the quality and effectiveness of your marketing campaigns by encouraging more high-quality clicks and lowering your costs
- / Utilise KPIs to help increase conversions, understanding how to identify what you need to measure so that you can build more effective landing pages and boost your conversion rates
- / Identify issues to help optimise performance of your website using analytics to improve the overall performance of your web site to help grow your business.

## At a glance

**The right course for you**  
Learn the advanced features of Google's suite of Analytics to get the most out of your digital marketing. Also forms part of a 2 day course – Google Analytics: The Complete Guide, visit [theidm.com/goo](http://theidm.com/goo)

1 Day

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

7 CPD Hours

London

Advanced level

To book, or for more information, visit [www.theidm.com/goa](http://www.theidm.com/goa)

## At a glance

**The right course for you**  
This two-day course gives you a comprehensive understanding of Google Analytics.

2 Days

**Study mode**  
Intensive

**Study mode options**  
Face-to-face

14 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/goo](http://www.theidm.com/goo)

Learn how to convert more web visitors into customers. Discover new optimisation tools and technologies to improve your outcomes. Understand multivariate and A/B testing methodologies and how they lead to better business results.

# Conversion Rate Optimisation (CRO)

- / Understand the principles of CRO and why it will benefit your business
- / Assess the hierarchy of goals on your web pages- what are you asking your users to do?
- / Effectively identify and use the optimisation tools available
- / Design optimisation testing from hypothesis to results analysis
- / Use advanced testing by applying segments and integration with other data sources.

GDPR is now underway, but many organisations still need to reflect on what it involves and critically fine-tune decisions made about how to handle its impact.

# 10 Steps to GDPR Compliant Marketing

- / How to be GDPR compliant in your day to day marketing activity
- / The options you have open to you if your marketing list is depleted
- / How you should be handling customer data internally and with suppliers
- / What the GDPR legal jargon actually means in day to day marketing terms.

## At a glance

### The right course for you

Learn the principles and approaches to improve and refine your copy and design by iteration for more sales

1 Day

Study mode  
Intensive

Study mode options  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/dpw](http://www.theidm.com/dpw)

## At a glance

### The right course for you

Understand the principles of the GDPR.

1 Day

Study mode  
Intensive

Study mode options  
Face-to-face

7 CPD Hours

London

Intermediate level

To book, or for more information, visit [www.theidm.com/gdpi](http://www.theidm.com/gdpi)

Become a data marketing expert, with the understanding and confidence to create your organisation's data strategy.

# Introduction to Data

- / Identify the drivers of value, risk and cost in data used by the marketing department
- / Plan your organisational strategy for data collection, permissioning and management
- / Understand how data drives marketing and the impact of data quality
- / Create an effective data management strategy
- / Ensure your data strategy respects current and forthcoming legislation
- / Build a secure data management culture that enables marketing innovation

## At a glance

### The right course for you

Learn how to manage data securely and within legal guidelines. Discover how to enable innovation within your business through a secure data management culture

2 Days

### Study mode

Intensive

### Study mode options

Face-to-face

14 CPD Hours

London

Beginner level

To book, or for more information, visit [www.theidm.com/iod](http://www.theidm.com/iod)