OPENCLASSROOMS

Digital Marketer

Launch successful digital marketing campaigns and drive measurable results for businesses.

Real-world Projects

Prerequisites
High school diploma or equivalent

Apprenticeship Training Duration
400 hours

Bootcamp Training Duration
110 hours

Assigned Mentor

Certificate of Completion of Apprenticeship

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OpenClassrooms pedagogy and experience: the keys to your success

100% Online

Your online training is accessible from anywhere, anytime

Learn by doing

Put your knowledge into practice by using your new skills on real-world projects

A mentor to support you

Benefit from the support and advice of an expert in the field throughout your training to help you progress.

Gain the skills you need for future-proof tech jobs with an earn and learn program

1

Salary and training financed by a forward-thinking company, what can be better?

Earn and learn means zero cost and debt to you because it is all financed by a company. Receive a salary while you are training!

2

A flexible apprenticeship program: practical for you and your business.

Your contract can start at any time of the year. The program is flexible allowing for 3 or 4 days of on-the-job training with online training days that can be adapted.

3

Training that reflects the realities of your chosen profession.

This program is registered with the U.S. Department of Labor, Office of Apprenticeship.
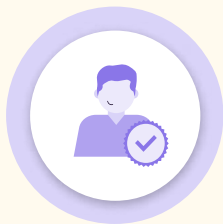
4

Online, but always supported.

Because training is never easy, you are supported by a mentor, who helps you progress. Our team of educational advisers is also there to support you at every stage of your journey.

Pursue a career as a Digital Marketer

Launch successful digital marketing campaigns and drive measurable results for businesses.

Intended for

Individuals interested in pursuing a career in digital marketing or those who want to enhance their existing marketing skills with a focus on digital channels.

Duration

Full-time
12 month apprenticeship
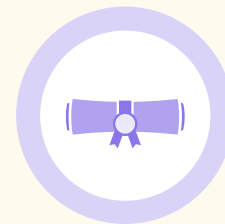
Credential

Certificate of Completion of Apprenticeship

Granted by the Office of Apprenticeship or the State Apprenticeship Agency.

Target skills:

- Research and watch market trends
- Implement a digital marketing strategy
- Improve web analytics and design
- Use marketing tools for SEO improvements
- Collect leads via website, using landing pages and email automation

PREREQUISITES FOR APPRENTICESHIP ADMISSION

- High school diploma or equivalent.
- Must be over 18 years of age or older and have the right to work in the U.S.
- Fundamentals of computer literacy (high school level), basic experience in digital marketing, including knowledge in benchmark analysis, market research, online survey tools and SEO, landing page and email design tools.

Tools, technologies and methodologies

Flowchart
Online survey tool
Wireframe platforms

OpenClassrooms apprenticeship programs: a win/win solution

Diversify and create a sustainable talent pipeline to fill your digital skills gaps. Start apprentices in an optional 3-month pre-apprenticeship Skills Bootcamp to ensure they are prepared with the necessary skills needed for their 12-month apprenticeship.

Skills Bootcamp

12 weeks → Apprenticeship onboarding

On-the-job

4 days a week

Off-the-job

1 day a week → DOL RAPs credential
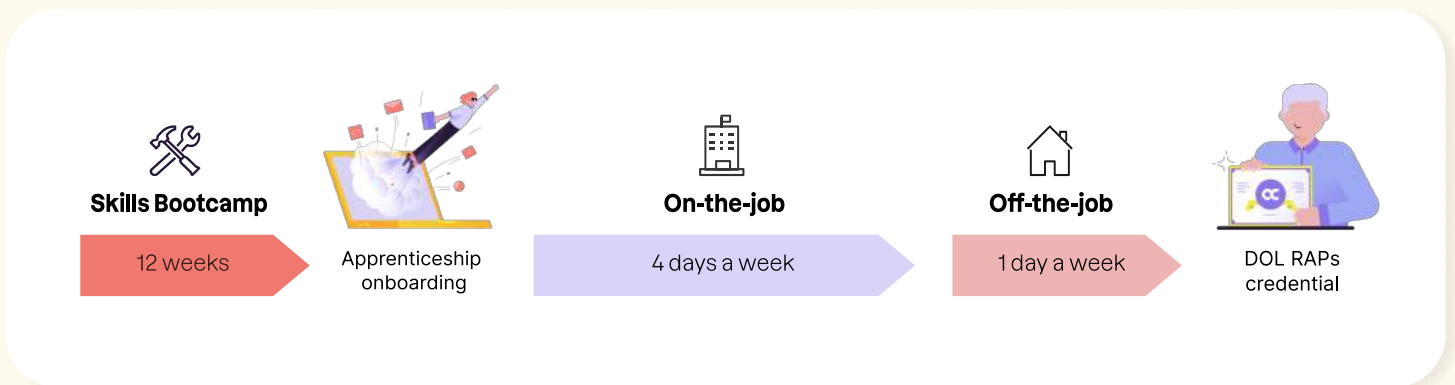
Learn at the right pace

For four days per week the apprentice will be working on-the-job at your company and one day per week taking online project-based training with OpenClassrooms. You will both be supported by OpenClassrooms Success teams every step of the way.

1 day

4 days
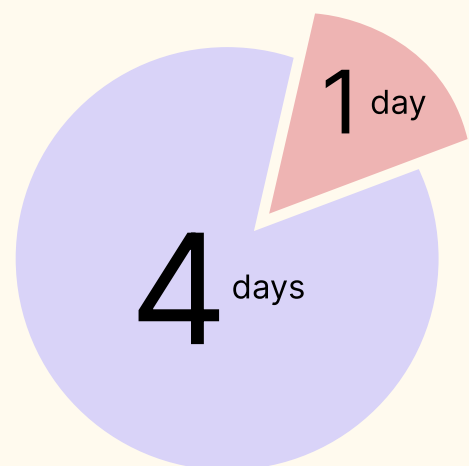
In your company. On-the-job

- Onboard apprentices whenever you want
- The apprentice works on company assignments
- You provide guidance to the apprentice

At OpenClassrooms. Off-the-job

- The apprentice learns the core skills required for the job
- Project-based learning that is 100% online
- The apprentice gets one-on-one sessions with a mentor

Skills Bootcamp

3 month pre-apprenticeship training

Pre-apprenticeship programs benefit both apprentices and employers by ensuring apprentices are prepared for on-the-job training from day one. The bootcamp consists of 3 - 4 projects, focused on core skills.

Skills Bootcamp

PROJECT 1

~ 10h

Pitch an Energy Company to Gain New Business for your Marketing Agency

Create a pitch to win the business of an energy company to retain your marketing agency. Showcase how your company can achieve their objectives and provide a marketing budget.

TARGET SKILLS

- Understand and apply basic marketing principles
- Interpret and follow the latest in digital media tech and trends
- Understand and apply the customer lifecycle

EXPECTED DELIVERABLES

- Pitch deck
- Template on the role of marketing
- Portfolio illustrating the agency's capabilities

RECOMMENDED COURSES

- Course #1 - Stay Up to Date with Innovations in your Field
- Course #2 - Discover Digital Marketing

PROJECT 2

~ 30h

Identify Target Customer Groups for a Line of Home Cooking Kits

Research the audience of a new food delivery product to improve targeting by taking over the analysis from a previous market researcher.

TARGET SKILLS

- Understand and apply the customer lifecycle

- Analyze information to enhance digital marketing campaigns

- Understand the role of customer relationship marketing

EXPECTED DELIVERABLES

- Presentation outlining the key findings from a survey, to include:

- Assumptions based on competitor analysis

- Screenshot of online survey

- Key findings from the online questionnaire

- Completed personas template

TOOLS, TECHNOLOGIES, AND METHODOLOGIES
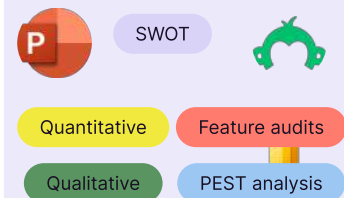
SWOT

Quantitative   Feature audits

Qualitative   PEST analysis

RECOMMENDED COURSES

- Course #1 - Conduct Design and User Research
- Course #2 - Do Product Research

Skills Bootcamp

PROJECT 3

~ 30h

Audit a B2B Software Company's Website to Optimize their SEO

Help a B2B software company improve their SEO (search engine optimization) by identifying valuable keywords and setting up an editorial calendar. Keywords should lead to higher positioning in search engine results.

TARGET SKILLS

- Use digital tools effectively
- Analyze information to enhance digital campaigns
- Apply search marketing

EXPECTED DELIVERABLES

- Deck showing the results of the SEO report and recommendations
- Keywords spreadsheet with estimated monthly volumes
- Content calendar with a selection of keywords from the target list

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

HTML basics

RECOMMENDED COURSES

- Course #1 - Drive Traffic to your Website with Search Engine Optimization
- Course #2 - Think Like an Editor

PROJECT 4

~ 30h

Capture New Customers and Maximize their Lifetime Value for an Online Store

Produce landing pages and a welcome email program to kickstart the online distribution of a French brand of high-end handcrafted furniture. Select the KPI's to measure and evaluate the results of your marketing efforts.

TARGET SKILLS

- Understand and apply the customer lifecycle
- Understand and follow digital etiquette
- Measure and evaluate the success of digital marketing activities
- Apply written communication skills for a range of audiences/platforms

EXPECTED DELIVERABLES

- Flowchart of welcome email program
- Email design created on MailChimp
- Landing page design created on Hubspot
- Deck presenting the KPI's with campaign analysis

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

mailchimp   HubSpot

KPIs

RECOMMENDED COURSES

- Course #1 - Scale Up your Business with Growth Hacking
- Course #2 - Manage your Customer Relationships with CRM

Training Path

12 month apprenticeship program

Our apprenticeship programs combine hands-on training with 100% online learning. The apprenticeship program consists of 6 - 8 projects, focused on acquiring core skills that can be applied on-the-job.

Training Projects

PROJECT 1   ~ 10h

Dive into your Digital Marketer Apprenticeship

Find out what it means to be a Digital Marketer by stepping into your new role. Define your goals and determine your study schedule.

TARGET SKILLS

- Define your training framework
- Adopt a lifelong learning mindset

EXPECTED DELIVERABLES

- Training schedule

RECOMMENDED COURSES

- Course #1 - Develop your Soft Skills

PROJECT 2   ~ 40h

Create a Campaign to Advertise a New Luxury Fragrance Brand

Develop a digital marketing strategy for a new fragrance being launched by a luxury brand. Implement a paid ad campaign across multiple platforms. Earn a Google Ads certificate in the process.

TARGET SKILLS

- Use research to create a profile and understand user intent
- Participate in the implementation of the online marketing strategy
- Track visitors' behaviors by setting up or optimizing analytical tools

EXPECTED DELIVERABLES

- Completion of Google Ads certification for search or display
- Presentation of your digital media campaign strategy
- Google Ads campaign plan
- Memo on Google Analytics tracking implementation on the website

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

Google Ads

RECOMMENDED COURSES

- Course #1 - Launch an Advertising Campaign
- Course #2 - Improve your Presentation Skills
- Course #3 - Launch a Facebook Ad Campaign

Training Projects

PROJECT 3

~ 30h

Improve the Design and Prepare the Launch of a SaaS Invoicing App

Evaluate visual assets and make recommendations to improve the performance of an accounting app being promoted in app stores. Work on a new web design for the small business.

TARGET SKILLS

- Collaborate with the design team to create multimedia content
- Execute social media campaigns to inform search marketing tactics
- Improve search-related activities via A/B analysis
- Optimize website architecture for optimal visibility

EXPECTED DELIVERABLES

- Wireframe brief for app's home screen
- Creative brief outlining copy and four images to promote the app
- V2 of the app description to creative team with suggestions
- Social media post with visual promoting the app

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

- A/B Testing
- Wireframe brief
- Creative brief

RECOMMENDED COURSES

- Course #1 - Create Simple Prototypes with Wireframes
- Course #2 - Manage Creative Projects
- Course #3 - Develop a Service-Minded Attitude

PROJECT 4

~ 30h

Help Ocean Heaven Build their Social Media Strategy

Analyze the social media presence and improve the social media strategy for a non-profit association. Use their channels and relevant partnerships.

TARGET SKILLS

- Manage communications with influencers
- Identify appropriate KPIs and report key metrics from campaigns
- Participate in development of online marketing strategy
- Create content strategies for digital media

EXPECTED DELIVERABLES

- Presentation of social media strategy, including:
- Audit of organization's existing social media
- Benchmark of a main NGO competitor
- Recommendation of the new social media strategy

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

- KPIs
- Social media

RECOMMENDED COURSES

- Course #1 - Develop a Social Media Strategy
- Course #2 - Develop your Critical Thinking
- Course #3 - Manage your Brand's E-reputation and Influence

Training Projects

PROJECT 5

~ 30h

Identify Target Customer Groups for your Company

Familiarize yourself with your company's audience and improve targeting. Share recommendations across teams.

TARGET SKILLS

- Evaluate and recommend new technologies or trends
- Propose online or multichannel sales campaigns to executives
- Conduct market research to identify personas, their needs
- Collaborate across teams to synergize marketing strategies

EXPECTED DELIVERABLES

- Signed consent form from Workplace Advisor for topic of choice
- Market research questions, including: hypotheses and survey questions (validated by mentor)
- Market research presentation with key findings

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

Market research

Omnichannel strategy

RECOMMENDED COURSES

- Course #1 - Conduct Design and User Research
- Course #2 - Do Product Research

PROJECT 6

~ 30h

Audit your Company's Websites to Optimize their SEO

Help improve your company's SEO (search engine optimization) by identifying valuable keywords and developing an editorial calendar.

TARGET SKILLS

- Evaluate software for implementing online campaigns
- Optimize digital assets and website exposure for SEO
- Manage reporting on search-related activities
- Provide analyses to marketing executives

EXPECTED DELIVERABLES

- Signed consent form
- SEO comparison table
- SEO improvement report and action plan
- Spreadsheet with search terms
- Content calendar

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

SEO   Content calendar

Google Search Console

RECOMMENDED COURSES

- Course #1 - Drive Traffic to your Website with Search Engine Optimization
- Course #2 - Think Like an Editor

Training Projects

PROJECT 7

~ 30h

Capture New Prospects and Maximize their Lifetime Value on your Company's Website

Create or update landing pages and a welcome email program/nurturing sequence to generate leads for your company. Select the KPIs to measure and evaluate the results of your marketing efforts.

TARGET SKILLS

- Develop commercial or technical specifications
- Conduct online marketing initiatives
- Perform financial modeling for digital marketing programs
- Analyze key web metrics

EXPECTED DELIVERABLES

- Signed consent form
- Landing page brief
- Deck with objectives and KPIs for landing page
- Results analysis and recommendations
- Campaign data spreadsheet

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

SMART objectives

Financial modeling

RECOMMENDED COURSES

- Course #1 - Scale Up your Business with Growth Hacking
- Course #2 - Manage your Relationships with CRM
- Course #3 - Stay Up to Date with Innovations in your Field

Clear steps to guide you towards your future career.

1 Study guidance

Selecting the best option for your future is never easy, but our team is here to guide you through your training options and advise you on financing options by e-mail, telephone or via webinars.

2 Start date

Together we ensure that you meet the prerequisites, register, and identify apprenticeship employer options. Or if you are in the Talent Marketplace, an employer may reach out to you directly.

3 Your onboarding

As soon as you are matched with an employer, you take part in an onboarding webinar to familiarize yourself with our training. Learn about the program, schedule, and stay for Q&A: you will be able to start your educational journey with complete peace of mind.

4 Skills acquisition

No more grades: you are assessed through the acquisition of skills and the completion of professional projects, which will allow you to build a portfolio, in cooperation with your mentor, our educational team and our online resources.

5 Jury and certificate

Your portfolio is evaluated by a jury of experts responsible for validating the acquisition of the skills necessary to receive a Certificate of Completion of Apprenticeship.

6 Career

With your certificate in hand, you are ready to start working, at a company or on your own. Your career/new career can begin!

They trust us

Capgemini

amazon | career choice

ENEDIS
L'ELECTRICITE EN RESEAU

AXA

salesforce

pwc

MERCK

dentsu

HAVAS GROUP

High-quality training

Our training and our courses are designed especially for you, by our team of recognized experts and professionals.

Skills sought by companies

Our job? To identify the skills and jobs most sought after by employers, so that your training has a real impact, today and tomorrow. We're here for you, all the way. (And even beyond.)

Field experts

Your courses and projects are built in collaboration with recognized professionals in their field, so that your training is as close as possible to the reality of the profession. Start off on the right foot with project-based learning.

Our production studio

We produce all training content in our own production studio to have 100% control over the content and quality.

Autonomous doesn't mean you're alone. We provide support every step of the way.

A passionate mentor

Starting something new (and doing it successfully) is never easy. Especially when you're on your own. Fortunately, at OpenClassrooms we are passionate and we want you to succeed as much as you do. You are accompanied by an expert throughout your course, who will help you progress and reach your goals.

"I help the students on technical aspects. But it goes beyond that: I motivate them, give them self-confidence, provide them with soft skills for their future career."

PATRICK, OpenClassrooms mentor

PEDAGOGICAL ADVISORS

Obstacles and difficulties happen. Our team of educational advisors are here to help you overcome them by supporting you and ensuring you finish your training on time.

A VIBRANT COMMUNITY

While we provide guidance throughout your training, we also provide you the opportunity to engage with the global OpenClassrooms community on our social network. You're never alone, and you're always connected.

A PERSONAL CAREER COACH

Although you are independently studying, you are never alone. From the start of your training program, you can contact learners and mentors on the OpenClassrooms social network.

Feedback
from our students.

Our greatest reward is the impact we have had on the careers of thousands of people since our creation, and we don't intend to stop there.

"For me, doing an earn and learn apprenticeship program was important, because it got me back on track. After six years on my own, it helped me get back into the rhythm of a job, to relearn the relationship with a boss, and it was necessary for me"

STEPHANIE, apprenticeship, payroll manager

"The apprenticeship program is really very professionalizing. I do both strategy, creation, writing... and in my work, I manage a community and I host webinars on a daily basis"

VICTORIA, apprenticeship, marketing strategy expert

We are a B-corp certified mission-driven company

OpenClassrooms has a dedicated team working to make education accessible.This mission is the heart of our organization and serves as our guide. That is why we have received B Corp certification. A prestigious certification that recognizes businesses that meet a high standard of social and environmental standards.

Certified

B

Corporation®

Ready to start your career?

Our team is ready to advise you on finding the perfect training program for you!

Contact us

OPENCLASSROOMS