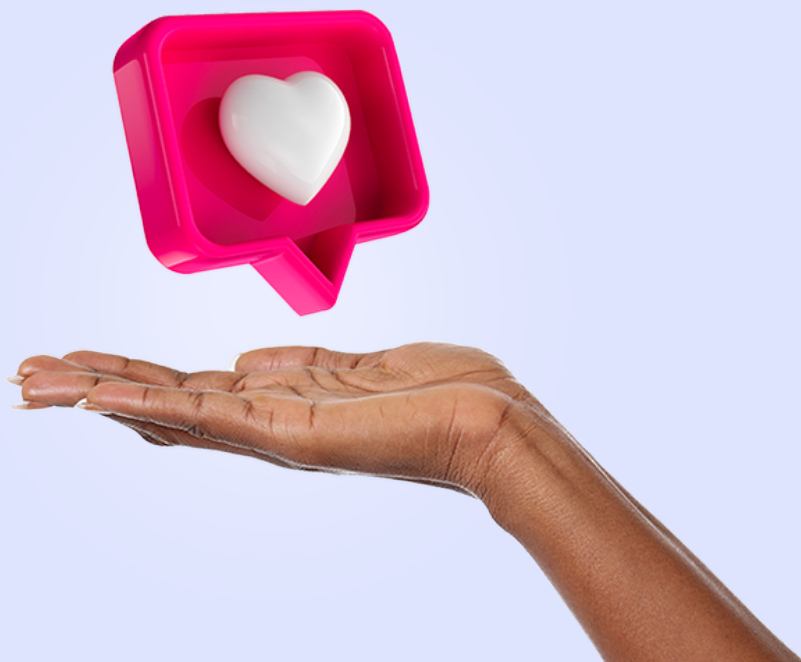




Digital Marketer

 Mentor individuel  Certification OpenClassrooms

Launch successful digital marketing campaigns and measure their impact.

 PÉRIODE DE FORMATION

6 mois à temps plein

12 mois en alternance**

 DURÉE DE LA FORMATION

400 heures supervisées

OPENCLASSROOMS

La formation demande un investissement en temps estimé à 800 heures : 400 heures de formation supervisée (projets encadrés par des mentors) et 400 heures de formation guidée (cours et des ressources pédagogiques). En alternance, la durée totale ne comprend pas le temps passé en entreprise.

La période de formation peut être rallongée en cas de formation à temps partiel. La durée est estimée et dépend du niveau d'entrée en formation, de la disponibilité, du temps alloué par semaine et des capacités et rythmes d'apprentissage de l'étudiant.

** Vérifiez l'éligibilité du parcours en fonction de votre contrat d'alternance (professionnalisation ou apprentissage).

What Is the Role of a Digital Marketer?

In this role, you will be responsible for leveraging digital channels (email, social media, websites, online ads, etc.) to design, build, and implement **marketing campaigns, generate leads, and drive customer sales.**

You will also harness analytics to identify weaknesses and find ways to improve your marketing efforts across all digital channels.

You will work with teams from all parts of the company: management, data analysts, graphic designers, copywriters, sales reps, and others! These stakeholders will count on you to choose the **digital marketing tools** that best meet their growth needs.

What Will I Learn?

By the end of this path, you'll be able to:

- Determine the most effective social media channels for a brand.
- Create a paid online advertising campaign.
- Report on the effectiveness of a campaign and goal conversions.
- Develop an editorial calendar.
- Create an emailing strategy.
- Write copy in the brand's tone of voice.

And you'll have opportunities to acquire many other key skills you'll need to succeed as a digital marketer!

What Are My Job Prospects?

Many job titles match the skills you will develop in this path, including:

- Digital marketing assistant
- Digital marketing executive
- Digital marketing analyst
- Digital marketing specialist
- Growth hacker
- Growth specialist
- Social media manager
- Campaign executive
- Search marketing strategist

Digital marketers earn the following salaries:

- United States
 - \$40,000 - \$60,000
 - Sources: [Payscale.com](https://www.payscale.com), [Indeed.com](https://www.indeed.com), [Salary.com](https://www.salary.com)
- United Kingdom
 - £25,000 - £45,000
 - Sources: [Indeed.co.uk](https://www.indeed.co.uk), [Reed.co.uk](https://www.reed.co.uk), [Payscale.com](https://www.payscale.com)

Your salary will vary depending on location.

Digital marketers are actively sought after to work in media agencies or directly within a marketing team in almost all industries.

Am I Eligible to Enroll?

This path is open to everyone. However, to get off on the right foot and complete the path in the estimated six months, you need the following:

- A **high school diploma/GCSE level**.
- You will need to provide a certificate not older than 2 years to demonstrate a minimum level of English B2.

Certificates accepted:

- English Diploma from a secondary institution (private or public) or an accredited higher learning institution
- Linguaskill minimum score: 160
- BULATS minimum score: 60
- TOEIC minimum score: 785
- IELTS minimum score: 6.5
- TOEFL iBT minimum score: 88
- Cambridge FCE / CAE / BEC HIGHER / BEC VANTAGE minimum score or grade: B or 160
- Certificate from a language center demonstrating a minimum level of B2 (including the number of training hours completed and the company signature or stamp)

Don't have one of these certificates? [Find out where to take an exam](#).

- Access to a **computer** (PC or Mac), **headphones**, a **webcam**, and a **stable internet connection**.

To earn the diploma, you'll need to complete all projects and have them reviewed by your mentors. A jury made up of professionals will then check your work.

Any questions? Contact our student advisors at +44 20 3868 9900 or +1 (929) 376 0101, or [request more information here](#). Opening hours: Monday to Friday 8:30 a.m.- 6:00 p.m. UK time, until 1 p.m. Eastern Time.

Information About Degrees

OpenClassrooms is a higher education institution, accredited by the WASC Senior College & University Commission (WSCUC).

Upon completion of this program, eligible students will be awarded a **Bachelor's level degree** in the **Digital Marketing** area of study. OpenClassrooms is eligible to issue degrees in the [following states](#).

Projet 1 - 40 heures

Pitch Marketing Solutions to an Energy Company

Convince an energy company to work with your marketing agency. Your prospect wants to increase their outcomes but needs persuading to create a marketing budget.

Compétences cibles

- Describe the role of digital marketing in a modern business
- Describe the role of marketing in a modern business
- Adopt a lifelong learning mindset
- Identify new content trends

Cours associés



Discover Digital Marketing

 Facile  8 heures

Welcome to the fundamentals of digital marketing! You will learn how to develop a marketing strategy to turn prospects into leads, leads into customers, and customers into loyal brand ambassadors.



Stay Up to Date With Innovations in Your Field

 Facile  4 heures

Learn how to stay abreast of industry changes, pinpoint areas for professional development, and work more efficiently in the digital age.



Learn How to Learn

Facile

6 heures

Learning quickly and effectively is a key skill that can improve your learning capacity and help you take control of your personal and professional development.



Improve Your Productivity With ChatGPT

Facile

4 heures

Learn how to use ChatGPT to improve your productivity and discover how “prompt engineering” can help you save time on your work tasks.

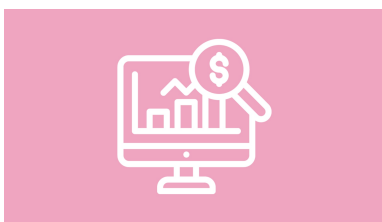
Identify Target Customer Groups for a Line of Home Cooking Kits

Get to know the audience of a new food delivery product to improve targeting. You're taking over from the market researcher to finish the analysis!

Compétences cibles

- Describe an audience using data
- Identify customer needs
- Segment customers
- Complete a competitive analysis

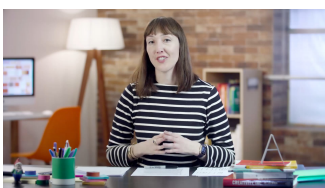
Cours associés



Do product research: analyze the competition and interview potential customers

 Moyenne  12 heures

In order to know how good an idea is, you need to research the competition, identify a market segment, find and interview potential customers, and develop target personas.



Conduct Design and User Research

 Facile  6 heures

Get out into the world and understand how people actually behave vs. what they say they do. Move past expectations and assumptions to uncover valuable insights through ethnography, interviews and participant observation.

Projet 3 - 60 heures

Collect User Data and Optimise User Experience to Maximise Conversion

Maison Dubois is a French brand of high-end handcrafted furniture. Produce landing pages and a welcome email program to kickstart their online distribution.

Compétences cibles

- Create emails using basic HTML and CSS
- Edit landing pages on a website
- Set up automated emails based on triggers in user behavior
- Report on the effectiveness of a lead generation campaign and goal conversions

Cours associés



Scale up your Business with Growth Hacking

 Moyenne  6 heures

Learn about how companies can create rapid growth for themselves through new marketing techniques and experimentation in general! You'll apply a hacker's mindset to creating new strategies to engage with customers at all stages of the customer lifecycle.

Projet 4 - 40 heures

Audit the Website of a Small Local Business to Optimize Their SEO

Help a local business improve their SEO by identifying valuable keywords and devising an editorial calendar. Thanks to you, they should gradually feature higher in search engines.

Compétences cibles

- Develop an editorial calendar
- Drive traffic to your website by integrating SEO best practices into content production
- Report on the effectiveness of a content marketing strategy

Cours associés



Drive Traffic to Your Website With Search Engine Optimization (SEO)

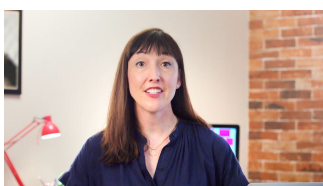


Facile



10 heures

Find out how to implement an effective SEO strategy as part of your organization's overall online marketing plan. Increase organic traffic from Google to your website.



Think like an editor (content strategy and UX writing)



Facile



10 heures

Develop your writing skills to give yourself a competitive advantage in the world of design. UX designers also need to be part content strategists and UX writers.

Projet 5 - 60 heures

Upgrade the App Store Page for a SaaS Invoicing App

Flow is a simple accounting app for small businesses and needs to be promoted effectively in app stores. Critique the promotional visuals created by the creative team and practice making your own!

Compétences cibles

- Brief a creative team to develop assets for digital marketing campaigns
- Check the compliance of an asset with the initial brief and industry standards
- Create basic multimedia assets based on a style guide
- Write copy in the brand's tone of voice

Cours associés



Develop Your Creativity

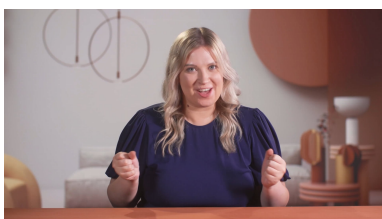


Facile



8 heures

Creativity is a key skill when problem-solving. Develop your convergent and divergent thinking by building a toolkit of practical exercises to help you innovate at work and in job applications.



Project Management 101



Facile



6 heures

In this course, learn the basics of project management and its lifecycle. Get ready to become a project manager and initiate, plan, execute, and close your projects.

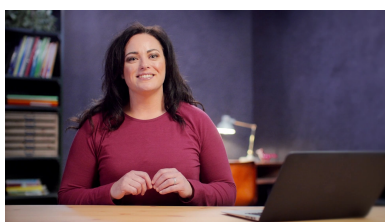
Create a Campaign to Advertise a New Fragrance for a Luxury Brand

A luxury brand is launching a new fragrance. Initiate a paid ad campaign for them to promote their new perfume on several platforms. Gain a Google Certificate along the way!

Compétences cibles

- Create a paid online advertising campaign within a channel
- Prepare an online paid advertising campaign
- Report on the effectiveness of a paid campaign and goal conversions

Cours associés



Master the Basics of Spreadsheets



Facile



8 heures

Whether you use Excel, LibreOffice Calc, Numbers on Mac, or Google Sheets on Drive, follow this course to master the basics of spreadsheets. You'll find out how to format, analyze, and visualize basic data.



Launch an Advertising Campaign



Moyenne



6 heures

Discover the different steps to create an advertising campaign: define objectives, calculate the size of your audience, learn how to work with media agencies, and measure the impact of your advertisements.



Understand Your Audience With Google Analytics



Moyenne



8 heures

Get familiar with Google Analytics learn how to collect, explore and analyze data to boost engagement and improve your performance on the web !

Projet 7 - 70 heures

Develop a Nonprofit's Social Media Engagement Strategy

Analyze a nonprofit's social media presence and work on their positioning, targeting, and content to improve their efforts.

Compétences cibles

- Report on the effectiveness of a social media strategy
- Analyse the e-reputation of a brand
- Determine the most effective social media channels for a brand
- Interact with leads or clients via social media
- Publish original or curated content on social media which fits brand messaging

Cours associés



Develop a Social Media Strategy



Facile



10 heures

Do you want to use social media in your marketing strategy? Unsure whether to choose Instagram, Facebook, LinkedIn, or something different? Learn how to develop a social media strategy to build a community, foster engagement, and provide valuable content.



Manage Your Brand's E-reputation and Influence



Facile



10 heures

Learn how to conduct an online reputation audit, set up an influence strategy, and manage your PR crises.