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Digital marketing manager certification course

optional DiGiTT® remote certification

Practical course - 11d - 77h00 - Ref. KEM

Price : 4290 € E.T.

This cycle will provide you with all the knowledge you need to implement a digital marketing strategy for your company. You'll learn how to effectively manage your marketing actions and campaigns, and how to set up relevant management and performance measurement indicators. Part of this cycle is also dedicated to Marketing Automation, a task automation technique increasingly used in corporate digital strategies.

Teaching objectives

At the end of the training, the participant will be able to:

- Understanding developments in digital marketing
- Defining a digital marketing strategy
- Manage and measure the performance of your Inbound Marketing strategy
- Monitor and evaluate the performance of e-mail campaigns and the impact of newsletters
- Using a Marketing Automation platform effectively

Intended audience

Directeurs, responsables et collaborateurs des services marketing et toutes les personnes impliquées dans les projets de e-marketing et de e-commerce.

Prerequisites

No special knowledge required.

Practical details

Teaching methods

The MKD course must be taken at the beginning of the cycle and the MKO course must be taken last. The other courses can be taken in any order.

PARTICIPANTS

Directeurs, responsables et collaborateurs des services marketing et toutes les personnes impliquées dans les projets de e-marketing et de e-commerce.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Course contents

This course consists of the following modules :

Digital marketing: Implementation strategies

Ref. MKD - 2 days ★ 4 / 5

Marketing Automation, optimizing your marketing campaigns

Ref. MKO - 1 day ★ 4 / 5

Digital Marketing Manager Certification

Ref. KYM - 1 day ★ 5 / 5

Course schedule

1 E-marketing: definitions and challenges

- Understand the development of e-business.
- Master the challenges of e-marketing for e-commerce.
- Understand the impact of social networks on e-marketing.
- Putting the web user at the heart of your e-marketing strategy.

Storyboarding workshops

The challenges of e-marketing for your company.

2 Launch your e-marketing strategy

- Définir le positionnement de sa communication e-marketing.
- Coordinate strategy with corporate communications.
- Promote your site.
- Identify influencers on social networks.

Hands-on work

Analysis of e-commerce brand content. Use tools to find influencers, select content to share...

3 Managing your e-marketing strategy

- Optimize natural referencing and manage Adwords campaigns.
- Advertise to attract prospects.
- Learn about the advantages of m-marketing and geolocation.
- Know the specific KPIs for social networks.

Exercise

Selection of e-marketing actions and development of an action plan.
Construction of a dashboard.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

4 Discover cross-channel marketing

- Identify the different channels: Web, store, catalog, social network, mobile, emailing, traditional media...
- Discover new tools: cookies, flash codes, RFID, apps, touch windows, interactive kiosks...
- Manage customer mobility and purchasing patterns.
- Manage the multiplication of customer interactions and exploit synergies.

Hands-on work

Reconstitution de parcours clients possibles. Identification des principaux risques de la multiplication des canaux marketing pour l'entreprise.

5 Defining and managing your cross-channel strategy

- Understand customer needs, segmentation criteria and channel usage patterns.
- Set quantitative and qualitative targets for each channel.
- Orchestrate your campaigns: management methods, players, feedback...
- Define performance and return-on-investment indicators.

Hands-on work

Conception d'une stratégie de conquête cross-canal et élaboration d'un tableau de bord de suivi d'une campagne cross-canal.

6 Designing e-mail campaigns and newsletters

- Define objectives and targets for the newsletter or e-mailing campaign.
- Organize and manage content: editorial committee, resource management, information relays...
- Define the editorial line: graphic charter, constraints, editorial, iconographic and multimedia choices.
- Writing: general principles, calibration, proofreading, validation...

Hands-on work

Etude de newsletters et campagnes e-mailing existantes et analyse des bonnes pratiques. Initialisation du projet.

7 Distribute your newsletter and emails

- Collect addresses: rental and purchase of files, competitions, subscriptions...
- Newsletter and email distribution: uploading, sending and archiving.
- Know good broadcasting practices: planning, rhythm, reminders...
- Study impact: track open, read and click rates, and measure email deliverability.

Hands-on work

Creation of a newsletter project or finalization of a campaign brief.

8 Implementing an Inbound Marketing strategy

- Take stock of e-marketing.
- Understand new consumer needs and behaviors.
- Understand the differences between BtoB and BtoC inbound marketing.
- Create awareness, generate leads, convert them into qualified contacts and then into customers.

Hands-on work
Découverte des stratégies d'Inbound Marketing dans différentes entreprises.

9 Improve your e-marketing strategy

- Master the different e-marketing performance levers.
- Know the SEO equation: SEM = SEO + SEA + (SMO).
- Utiliser et mixer les réseaux sociaux avec le Community Management.
- Analyze and measure performance: define the right indicators.

Hands-on work
Elaboration d'un tableau de bord d'Inbound marketing.

10 Optimize your marketing campaigns with Marketing Automation

- Manage prospects with Marketing Automation and Lead Nurturing.
- Learn about the main features of a Marketing Automation platform, and choose the one best suited to your needs.
- Develop your first automation scenarios and deploy workflows.
- Use Lead Scoring to qualify prospects and leads.
- Evaluate your scoring rules and optimize your approach.

Options

Certification : 190 € HT

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

Dates and locations

REMOTE CLASS
2026 : 17 Mar., 4 June, 25 June, 25 June, 8 Sep., 8 Oct., 8 Oct., 20 Oct., 10 Dec., 10 Dec.

PARIS LA DÉFENSE
2026 : 25 June, 8 Oct., 10 Dec.