





## USF Digital Marketing Certificate Program—Online

You aspire to stand out from the others. You aim to be better and more valuable than your competition. Reaching this level of dexterity may have seemed out of your grasp. Until now.

## Industry leaders, professionals & educational experts

Gain direct access to the w

# Digital Marketing

1. Introduction to Digital Marketing

2. The Digital Marketing Funnel

3. Search Engine Optimization (SEO)

4. Pay-Per-Click Advertising (PPC)

5. Social Media Marketing

6. Email Marketing

7. Content Marketing

8. Analytics and Reporting

9. Mobile Marketing

10. Conversion Rate Optimization (CRO)

11. Influencer Marketing

12. Programmatic Advertising

13. Retargeting

14. Attribution Modeling

15. Future Trends in Digital Marketing

## MODULE 3: MARKETING AUTOMATION

In this module, students learn the fundamentals of marketing automation and the opportunities it presents to marketers who want to foster relationships with customers through digital interactions.

### ■ Identifying the Business Need

Does marketing automation make sense for your organization? Find out through some high-level overviews of the technology and its benefits.

### ■ Lead Generation & Building Your Marketing Funnel

When a customer engages with content, they are telling you they want more information. Through marketing automation, you can build interactions that will move them through your marketing funnel and into conversions.

### ■ Working With Data

One of the benefits of marketing automation is access to significant amounts of data. How do you interpret and use data to inform other marketing decisions?

### ■ Content Design

Gain best practices for content design and learn important opt-out requirements to ensure positive customer experiences.

### ■ Workflows & Automation

See how to use marketing automation tools to deliver a clear path for users based on their choices.

## MODULE 4: CONTENT MARKETING

In this module, students gain an understanding of the crucial elements needed to develop and deliver content marketing campaigns that can build reputation and engagement with customers and prospects.

### ■ Audience and Voice

Learn the importance of defining your audience, including their concerns, feelings and other factors at different stages of the buying process.

#### Content Framework

Discover elements of a campaign brief and the benefits of developing a brief prior to launching a content campaign.



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## Program Faculty & Leadership

Sue Grabowski thinks big and then executes her vision. At Desidara, she has built a team of designers, web and multimedia developers and writers that help organizations from small businesses to Fortune 500 companies communicate effectively. Clients include Danone North America, Erie Insurance, The Timken Co., Morgan Engineering, Akron Children's Hospital and The Schroer Group.

Grabowski recognized the traditional advertising agency model was shifting and that many of the opportunities online and digital communications offered shouldn't just be add-ons to her business. As a result, she aggressively restructured her agency, changing not only the company name but also its specialties, skills and client models to get ahead of the trends.

In recent years, Grabowski partnered with a tech expert to launch Squacobil  
a comprehensive



### Matt Bailey - Founder and President, SiteLogic Marketing

With more than 20 years in the online marketing industry, Matt Bailey excels in combining his marketing background with programming know-how to help companies create comprehensive strategies that improve web presence and conversions. Matt was an internet entrepreneur in the early '90s, which led to his development in SEO. After selling his first venture, he worked as a software engineer and then built the online marketing departments at two agencies.

Matt founded SiteLogic Marketing in 2006 and gained immediate attention in the industry, catapulting SiteLogic as one of the top online marketing agencies. He has taught at companies including Google, Experian, Microsoft, Disney, Proctor & Gamble, and IBM, and has worked with a vast and widely-known clientele. He's authored books including Internet Marketing: An Hour a Day, Wired to be Wowed, and Teach New Dogs Old Tricks.

# Digital Marketing

**LEARN  
CREATE  
IMMERSE  
REFLECT  
CHALLENGE  
GROW  
IMPLEMENT  
LEAD  
DRIVE  
STRATEGIZE  
MOTIVATE  
INSPIRE**

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