Training Course on Certified Digital Marketing Professional (CDMP)

Professional Development Training Course Outline

Category	Development	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s digital-first economy, becoming a Certified Digital Marketing Professional (CDMP) equips individuals with industry-relevant skills to succeed in a competitive marketplace. Training Course on Certified Digital Marketing Professional (CDMP) program blends SEO, content marketing, social media strategy, email automation, influencer marketing, and more—helping learners master the digital tools that top global brands use. With demand for digital expertise skyrocketing, the CDMP course is the ultimate step toward building a future-ready marketing career.

Designed for aspiring marketers, entrepreneurs, and professionals across sectors, this course focuses on data-driven marketing, ROI-based advertising, mobile optimization, AI in marketing, and omnichannel engagement. Our expert-led curriculum is aligned with global digital marketing standards, offering hands-on experience through case studies, simulations, and real-world projects. Whether you're looking to elevate your personal brand or drive scalable business results, this program is your gateway to the next-gen digital marketing landscape.

Programme Curriculum

Training Course on Certified Digital Marketing Professional (CDMP)

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Course Objectives

1. Understand the fundamentals of digital marketing ecosystems.
2. Master SEO strategies and implement effective keyword research.
3. Build powerful content marketing plans with storytelling and engagement.
4. Execute data-backed social media campaigns across platforms.
5. Use Google Ads and PPC campaigns to drive targeted traffic.
6. Analyze and interpret Google Analytics for business insights.
7. Leverage email marketing automation tools for high conversions.
8. Create influencer partnerships for authentic brand growth.
9. Apply mobile-first marketing techniques for on-the-go audiences.
10. Integrate AI and chatbots to personalize customer experiences.
11. Design high-impact landing pages and funnels for lead generation.
12. Monitor and improve online reputation management (ORM).
13. Implement a successful eCommerce and affiliate marketing strategy.

Target Audience

1. Digital marketing beginners
2. Marketing managers and executives
3. Social media strategists
4. Small business owners
5. Freelancers and consultants
6. Content creators and bloggers
7. Career switchers into digital marketing
8. Students and recent graduates

Course Duration: 10 days

Course Modules

Module 1: Introduction to Digital Marketing

- Understanding digital landscapes
- Key channels and trends

- Role of digital in customer journeys
- Modern consumer behavior
- Setting marketing goals

Module 2: SEO (Search Engine Optimization)

- Keyword research and trends
- On-page SEO techniques
- Off-page optimization
- Technical SEO essentials
- Tools: SEMrush, Moz, Ahrefs

Module 3: Content Marketing

- Content strategy framework
- Blogging and long-form content
- Visual and video content trends
- Content calendars and planning
- Measuring content ROI

Module 4: Social Media Marketing

- Platform-specific strategies (Meta, X, LinkedIn, TikTok)
- Paid vs organic social campaigns
- Social listening and sentiment analysis
- Community building
- Scheduling tools and metrics

Module 5: Paid Advertising (PPC & Google Ads)

- Introduction to paid media
- Google Ads account structure
- Campaign targeting & bidding
- A/B testing and optimization
- Retargeting strategies

Module 6: Email Marketing

- Building email lists organically
- Designing high-conversion campaigns
- Automation workflows
- Metrics: Open, CTR, bounce
- Best practices for deliverability

Module 7: Mobile Marketing

- SMS and app-based marketing
- Responsive design and UX
- Location-based targeting

- Mobile SEO
- Push notifications strategy

Module 8: Analytics and Data-Driven Marketing

- Introduction to Google Analytics 4
- Traffic sources and behaviors
- Conversion tracking
- Data visualization tools
- Custom dashboards

Module 9: Influencer Marketing

- Identifying ideal influencers
- Negotiation and collaboration
- Disclosure and compliance
- ROI and engagement analysis
- Platforms: TikTok, Instagram, YouTube

Module 10: Affiliate & eCommerce Marketing

- Setting up an affiliate program
- Affiliate platforms overview
- eCommerce funnel strategies
- Conversion rate optimization
- Payment systems and tracking

Module 11: Online Reputation Management (ORM)

- Monitoring brand mentions
- Managing online reviews
- Crisis response strategies
- Building positive digital PR
- Tools for ORM

Module 12: Marketing Automation

- CRM integration and segmentation
- Behavioral targeting
- Lead nurturing workflows
- Trigger-based messaging
- Tools: HubSpot, Mailchimp, ActiveCampaign

Module 13: Video Marketing

- Scripting and storyboarding
- YouTube SEO and monetization
- Live streaming tactics
- Reels and short-form content

- Editing tools and platforms

Module 14: AI in Digital Marketing

- AI-powered content generation
- Predictive analytics in campaigns
- Personalization at scale
- Chatbots and NLP
- AI-driven ad targeting

Module 15: Capstone Project & Certification

- Strategic campaign development
- Full digital marketing funnel design
- Multi-channel execution
- Analytics report and KPI tracking
- Final assessment and certification exam

Training Methodology

- Instructor-Led Training (ILT)
- Self-Paced Online Learning
- Blended Learning
- Simulation-Based Training
- Case Study Analysis
- Live Project Work
- Group Discussions and Peer Learning
- Webinars and Expert Talks

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com