

Implementing Digital Marketing Campaigns

- ➔ Master building and launching strategic marketing campaigns, along with expertise in implementing and tracking campaigns across Facebook and Google.

INDUSTRY PARTNER:

 MERKLE



Choosing the right course for you

RMIT Online offers a variety of courses designed to help you upskill in digital marketing, providing a pathway of learning from strategy to the execution of campaigns. You can opt to upskill in digital marketing at a strategic or tactical level, or both.

Here is how to best choose which course is for you:

	Implementing Digital Marketing Campaigns	Digital Marketing Strategy
Objective / course outcome	Clear focus on digital campaigns and how to successfully launch them into the market.	Provides a high-level overview of the digital marketing landscape.
Skills learned / what you'll learn	You'll get hands on and gain practical experience implementing and tracking individual campaigns across Facebook, Google, email, and more.	You'll get an end-to-end understanding of digital marketing, including how to critically analyse customer groups, and develop an effective SEO and SEM strategy.
Course takeaway	You'll work on project-based activities which will form a portfolio piece by the end of the course.	You'll develop an integrated marketing plan and will receive feedback from an industry mentor.
Support	This course is designed with leading industry experts Merkle and will equip you with the skills to drive results in your role or business.	Designed with industry partners to cement your strategic knowledge in the field of digital marketing.

Who this course is for

Designed to complement our popular Digital Marketing Strategy course, Implementing Digital Marketing Campaigns offers a deep dive into clever digital marketing tactics. It is best suited for:

- Marketing professionals seeking to upskill with the latest industry tools for implementing and tracking campaigns
- Entrepreneurs with a startup or side hustle, in need of the tools and knowledge to launch or scale their project
- Mid-senior managers from non-marketing backgrounds looking to gain the practical skills needed to run successful marketing campaigns.



DURATION:

100% online, 6 weeks, 8–10 hours per week

PRICE:

A\$ 1200 GST inc.

PREREQUISITES / LEVEL OF STUDY:

There are no prerequisites, however we recommend you also complete our Digital Marketing Strategy course to become an expert in digital marketing strategy and tactics.

METHOD OF STUDY:

Online learning, including interactive videos, assignments and prescheduled webinars and 1:1 online sessions with mentors and industry experts.

ENROLMENT:

You can enrol online at any time, the whole process only takes a few minutes.

Why study Implementing Digital Marketing Campaigns

Implementing Digital Marketing Campaigns gives you the tools and skills to develop marketing campaigns and measure their success in market. Designed to complement Digital Marketing Strategy, this course offers a deep dive into clever digital marketing tactics. We'll have you up and running fast - in just 6 weeks you'll be using Google Ads and Facebook Ads.

You'll also learn to gather insights from Google Analytics to make recommendations to optimise your campaign. Designed in partnership with global digital marketing agency Merkle, the course includes up-to-the-minute thinking in digital marketing best practice and you'll be able to check in with your industry mentor to keep on track.

What you'll learn:

- Plan and build a digital marketing campaign by considering privacy legislation and associated ethics
- Propose relevant email marketing and retargeting strategies
- Select appropriate social media channels to run a marketing campaign
- Analyse the use of metrics to determine if the performance of the campaign was successful

The projected job growth for digital marketing roles is **21.1% in 5 years**

(SEEK, 2022)

Digital Marketing Specialist roles are in the **top 10 most in demand jobs**, with 860,000 openings

(LINKEDIN, 2022)

The average salary of a Digital Marketing Manager is **between \$112,238 - \$166,831 per year**

(SALARY.COM, 2022)



Why study with RMIT Online

RMIT Online is for students who want real world training from industry professionals. We call this the RMIT Online edge. Get ready to sharpen those skills.



Digital credential

The cutting-edge skills you'll learn are rigorously assessed and recognised by both a leading university and key employers in the field of study through a digital credential.

Connect with industry

Our courses are designed with high profile partners to ensure you're job ready, learning practical skills that align with industry best practice.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and create a project for a real world business scenario, allowing you to see the immediate impact of your learning within your organisation.

100% online flexible learning

The freedom of online learning means you can study whenever you want, wherever you want, in a manner that suits your work and lifestyle.

Collaborative online experience

Never feel like you're studying alone and feel supported with our team of expert industry mentors, SMEs, and the learner success team.

Credit pathways

At RMIT Online, we're committed to supporting your lifelong learning journey. Our flexible learning pathways can be tailored to align with your individual educational goals. When taken in combination with other specific Future Skills short courses, this course is eligible for credit into certain RMIT degree programs, subject to entry requirements. Click [here](#) for more information.

What you'll learn

Get ready to get hands on. As part of the course, you will learn the skills and best practices to implement, track and optimise multi-channel digital marketing campaigns. You'll walk away with a portfolio piece you can use to showcase your skills to current or potential employers.

WEEK 1:

Getting started with a digital marketing campaign

- Define digital marketing campaign goals, objectives and tactics
- Explore the use of paid, owned and earned channels
- Investigate business and marketing challenges and appropriate solutions

Milestone: Write a campaign brief and digital media plan

WEEK 2:

Setup a digital marketing campaign for success

- Design a digital hub and learn considerations for hub optimisation
- Dive into the fundamentals of web analytics and campaign tracking
- Explore relevant data privacy legislation and your responsibilities

Milestone: Create a digital hub

➔ *In this week, you'll also have a mentor check in.*

WEEK 3:

Search and display

- Explore a campaign ecosystem
- Define and set up your campaign
- Explore Search Engine Marketing (SEM) and Google Ads

Milestone: Create a Google Ads campaign structure

WEEK 4:

Social media marketing

- Explore social media channels and how digital advertising works on different platforms
- Discover Facebook Ads Manager and ad creation

Milestone: Build your ad campaign structure

➔ *In this week, you'll also have a mentor check in.*

WEEK 5:

Email and retargeting

- Explore email and CRM marketing tactics and retargeting campaigns
- Identify approaches to segmentation, automation and augmentation
- Examine campaign ecosystems

Milestone: Create a campaign ecosystem and email re-marketing structure

WEEK 6:

Report, analyse, and interpret

- Learn the metrics to help report on campaign performance
- Explore Conversion Rate Optimisation (CRO)
- Review and interpret data to make recommendations

Milestone: Analyse and interpret campaign data and finalise your campaign

Project: Video presentation rationalising your tactical decisions.

Who's supporting you

Just because it's online, doesn't mean you're on your own. RMIT Online's support network includes 1:1 feedback from our industry mentors, real-world insights, and study support from our learner success team. Our industry partners have helped shaped and build this course to ensure the content is up to date and best practice.

MERKLE

Merkle is a customer experience transformation partner empowering the world's leading brands to create distinct and improved experiences. They help brands make messages more personal, deliver brilliant customer experiences, facilitate world-class commerce, and build loyal customers over time.



Subject matter expert **Martin Carlill**

RMIT Online has built our courses in partnership with industry, providing you with the latest industry insights and best practices from the real world of work. Our subject matter experts on this course include people like Martin Carlill, who is managing director for Overdose Digital. Martin is a digital marketing expert with over 19 years' experience in inbound marketing strategy, website development, eCommerce, digital strategy, social media, SEO & SEM and content marketing.



Expert industry mentor **Adam Sugihto**

Adam Sugihto is a digital marketing strategist with almost 20 years of marketing and advertising experience. Adam has worked across 13 countries, in 6 currencies, and served over 65 brands including Thankyou, Patagonia, The Financial Times, Henkel, Canon, Orbitkey and Frank Body. Adam is currently privately consulting and acting in several advisory and mentorship roles in industry. Our mentors on this course include people like Adam—ensuring that you learn from the best of industry.

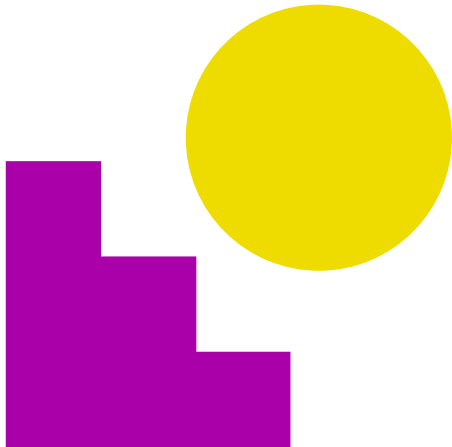


Learner success team, RMIT Online

Our learner success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

How online learning works

This is a basic breakdown of how your course works. You can always find more information at online.rmit.edu.au



Before the course starts

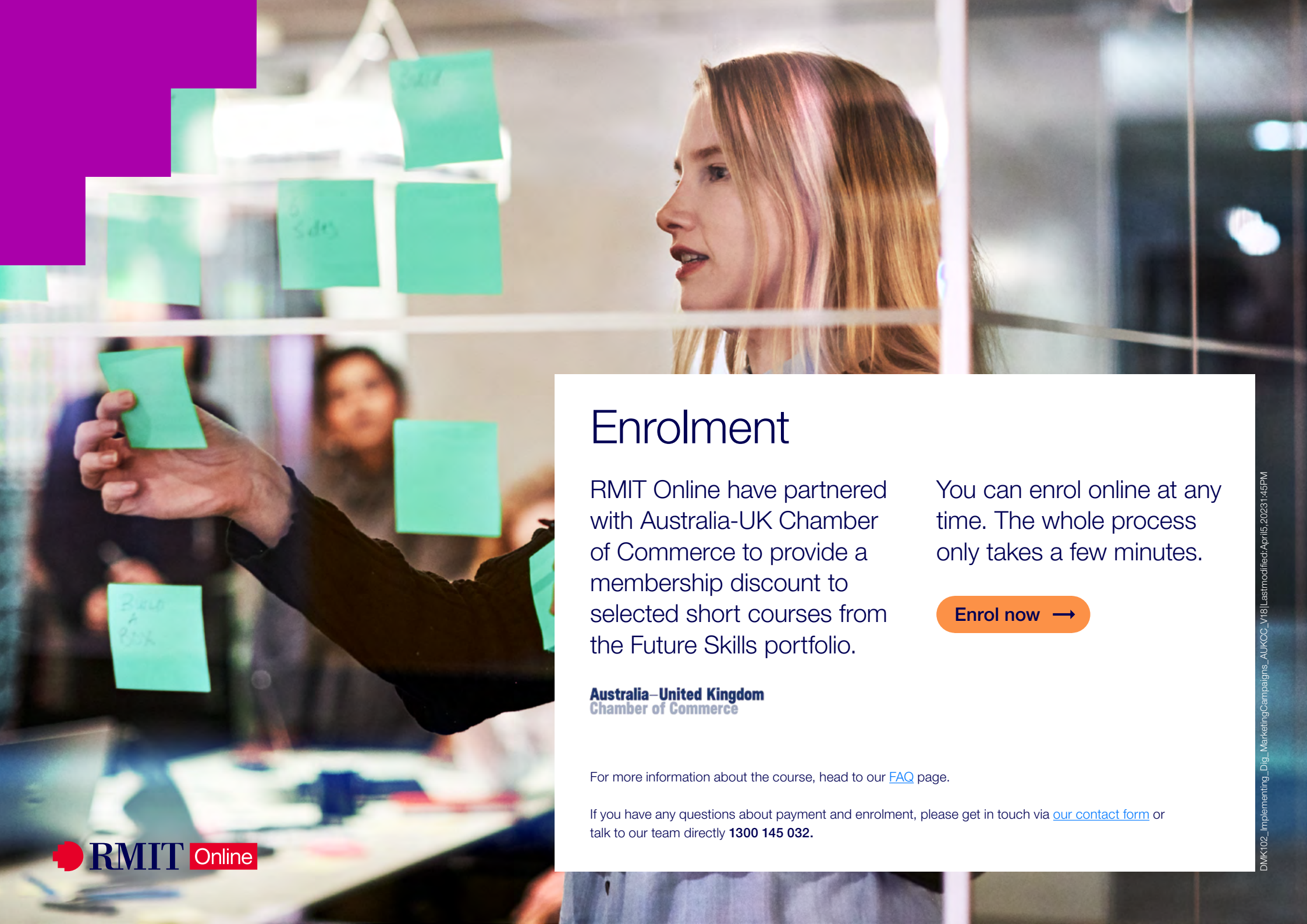
Before we get cracking, you'll need access to a computer with broadband connection. Any 64-bit operating system with at least 8GB of RAM should work. We'll help you install any software you might need, but in the meantime, download Slack and Zoom, and make sure your webcam and speakers are working.

During the course

A lot of your RMIT Online Future Skills course will consist of video snippets. You can watch these whenever you like. There are also regular interactive webinars, online forums to chat with your peers and a scheduled 1:1 session with your industry mentor. We'll set up Slack channels so you can connect with your classmates and grow your professional network. You can also reach out to your Course Manager if you ever need help.

Tools

- Video lectures
- 1:1 mentor sessions
- Webinars
- Slack channels and forums



Enrolment

RMIT Online have partnered with Australia-UK Chamber of Commerce to provide a membership discount to selected short courses from the Future Skills portfolio.

You can enrol online at any time. The whole process only takes a few minutes.

[Enrol now](#) →

**Australia–United Kingdom
Chamber of Commerce**

For more information about the course, head to our [FAQ](#) page.

If you have any questions about payment and enrolment, please get in touch via [our contact form](#) or talk to our team directly **1300 145 032**.