

European Certification in Interactive Marketing – Core Competencies (Nov. 2014)

Note: the words “online” and “digital” are used interchangeably in this document

0 Basics

- *Data Security: security culture; ensuring personal data security; treatment of financial (payment) and health data information*
- *Customer orientation: customer behaviour; customer demands; customer expectations,*

1 Key Ideas of Interactive Marketing

- Trends and figures of media-usage (national, international)

2 Techniques

- Online Ecosystem: media, technologies
- Business models

3 Strategies & Tools

- Web Marketing: usability
- Web Marketing: Search Engine Optimization
- Pay-per-Click: Contextual Advertising platforms (Google Adwords etc.), Auction methods, Creativity, Landing Page Optimization
- Online Media and advertising formats: e-mail marketing, affiliate marketing, display advertising and rich media, mobile and geolocalized apps, internet TV & Interactive TB
- Social Media Marketing: Major platforms and their applications, Virtual Communities, Community Management, Corporate Blogging, Social PR and the new Opinion Leaders, Online Reputation Management, Social Search, Customer Experience Management through Social Media, Advertising in Social Media, Buzz Marketing
- *Real-time marketing and advertising*
- E-Commerce: optimization of the e-Commerce site, support technologies for e-Commerce, Online Payment systems, flow-through optimization, personalization, upselling and cross-selling, e-Commerce Metrics and Analytics, fulfillment and logistics, Contact Center integration, Customer Experience Management in e-Commerce, m-Commerce and Social Commerce
- Developing integrated Digital Marketing, Social Media and e-Commerce strategies.
- *Management of collaborative processes (beyond marketing)*
- *Management of relations and communication with stakeholders and how to relate with bloggers*

4 Analytics

- Fundamentals of online metrics, analytics, testing and financials
- Web Marketing: Web Analytics
- SEO: Key Word Analysis
- *Analysis of E-Mail deliverability*

5 Legal requirements

- National, European and International laws and regulations that impact on the digital ecosystem

6 Cases