



DIGITAL MARKETING CERTIFICATION CRITERIA

SKILL	DEFINITION	EVIDENCE EXAMPLE	LEVEL 1 – BASIC	LEVEL 2 – ADVANCED	LEVEL 3 – EXPERT
MARKET INSIGHTS					
Evidence of ability in A/B testing	Conducting A/B tests should include evidence of... <ul style="list-style-type: none"> Ability to conduct a controlled experiment with two variables and explicit hypothesis testing Ability to use test results to guide increasingly complex decisions. 	Submit an example of an A/B test conducted for an assignment in school.	Demonstrates basic knowledge and the application of A/B testing within the marketing context. Application of the test is simple and applied to a small sample group to guide tactical marketing decisions.	Demonstrates advanced knowledge and the application of A/B testing within the marketing context. Application of the test is increasingly complex and applied to a larger sample group to guide strategic-level marketing decisions.	Demonstrates expert knowledge and the application of A/B testing within the marketing context. Application includes the synthesis of multiple tests to guide system-level decisions.
Evidence of ability to synthesize diverse evidence to guide decisions	Ability to synthesize diverse evidence, including secondary and/or primary data, to guide increasingly complex decisions. Synthesizing diverse evidence to guide decisions should include evidence of... <ul style="list-style-type: none"> Ability to identify credible forms or evidence Ability to analyze primary and/or secondary data sources. Ability to synthesize data to guide increasingly complex decisions. 	Submit an example of how using evidence supported a business plan for a client.	Demonstrates basic knowledge and ability to synthesize diverse forms of secondary research to guide tactical marketing decisions.	Demonstrates advanced knowledge and ability to synthesize diverse forms of primary and secondary research to guide strategic-level marketing decisions.	Demonstrates expert knowledge and ability to synthesize diverse forms of primary and secondary research to guide system-level decisions.
<ul style="list-style-type: none"> Evidence of currency in a variety of digital marketing 	Understanding and using marketing analytic tools should include evidence of...	Submit an example of using social media analytics to determine which posts were the	Demonstrates basic knowledge and application of four marketing analytic tools. This includes a basic ability to define, measure, manage, and analyze key	Demonstrates advanced knowledge and application of four marketing analytic tools. This includes an advanced ability to define, measure, manage, and analyze key	Demonstrates expert knowledge and application of four marketing analytic tools. This includes an expert ability to define, measure, manage, and



analytic tools, such as:	<ul style="list-style-type: none"> • Ability to define, measure, manage, and analyze key performance indicators. • Ability to synthesize KPIs to guide increasingly complex decisions. 	most successful in a campaign.	performance indicators to guide tactical marketing decisions.	performance indicators to guide strategic-level marketing decisions.	analyze key performance indicators to guide system-level decisions.
Google	Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic.				
Facebook	Facebook Analytics is a built-in tool that tracks and measures all social content performances over time.				
Instagram	Instagram Analytics is a built-in tool that provides information on the performance, engagement, and patterns of posts and accounts as a whole.				
Twitter	Twitter Analytics is a built-in tool that provides information on the performance, engagement, and patterns of tweets and accounts as a whole.				
YouTube	YouTube Analytics allows users to understand their video and channel performances with key metrics and reports through YouTube Studio.				
LinkedIn	LinkedIn incorporates a selection of metrics that capture the performance of LinkedIn Company pages, including followers, clicks, shares, and comments.				



Snapchat	Snapchat Analytics tracks and optimizes account metrics, including detailed look at story views, frequency of users viewing stories, and how many viewers as a whole.				
TikTok	TikTok Analytics tool is an in-app feature that measures video viewers, followers, and other important data that influence how popular the profile is.				
AUDIENCE INSIGHTS					
Evidence of ability to conduct customer/audience journey mapping	<p>Conducting customer/audience journey mapping should include evidence of...</p> <ul style="list-style-type: none"> • Ability to analyze all potential journey phases. • Ability to identify touchpoints, highlights, pain points, and opportunities. • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions. 	Submit an example of a journey map developed for your employer.	Demonstrates basic knowledge and application of the customer journey to guide tactical marketing decisions.	Demonstrates advanced knowledge and application of the customer journey to guide strategic marketing decisions.	Demonstrates expert knowledge and application of the customer journey to guide system-level marketing decisions.
Evidence of ability to develop audience segmentation	<p>Conducting audience segmentation should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify demographics, behaviouralistics, psychographics, and geographics. • Ability to synthesize relevance to marketing campaigns to guide 	Submit an example of a segmentation model developed for a client in the travel industry.	Demonstrates basic knowledge of audience segmentation. Evidence demonstrates an ability to develop segmentation using observable variables (e.g., geographics, demographics, behaviouralistics). The analysis contributes to tactical marketing decisions.	Demonstrates advanced knowledge of audience segmentation. Evidence demonstrates an ability to model the interaction of observable variables (e.g., geographics, demographics, behaviouralistics). with attitudinal variables, including psychographics. The analysis contributes towards marketing recommendations.	Demonstrates expert knowledge of audience segmentation. Evidence demonstrates an ability to model the complex interaction of observable variables (e.g., geographics, demographics, behaviouralistics). with attitudinal variables, including psychographics. This modeling is based on



	increasingly complex decisions.				the statistical analysis of audience data. The analysis contributes to system-level recommendations.
Evidence of ability to develop customer personas	<p>Developing customer personas should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify demographics, behaviouristics, psychographics, and geographics. • Ability to determine lifestyles and workstyles with personality profiles, including potential goals and pain points. • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions. 	Submit an example of a customer persona developed for a school assignment.	Demonstrates basic knowledge and the application of customer personas in a marketing context. Creates generic personas that incorporate a combination of demographics, geographics, and behaviouristics. The personas contribute to tactical marketing decisions.	Demonstrates advanced knowledge and the application of customer personas in a marketing context. Creates detailed personas incorporating a combination of demographics, geographics, behaviouristics, and psychographics. Persona includes lifestyle, workstyle, pain points, and goals. The personas guide marketing decisions.	Demonstrates expert knowledge and the application of customer personas in a marketing context. Creates an increasingly detailed persona incorporating a combination of demographics, geographics, behaviouristics, psychographics. Persona includes lifestyle and workstyle, goals, and pain points. The personas guide system-level decisions.
MARKETING MANAGEMENT					
Evidence of ability to manage marketing projects	<p>Managing marketing projects should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify the project plan, goals, and execution. • Performance tracking through analyzing KPIs and metrics. • Creating and following a project budget. 	Submit an example of a marketing project run to raise awareness of an upcoming promotion for your employer.	Demonstrates basic knowledge of what is involved in managing a small, local marketing project. This includes identifying goals, a timeline, and potential budget.	Demonstrates advanced knowledge of what is involved in managing a national or local marketing project. This includes a structured timeline with goals and a reasonable budget. Detailed KPIs and metrics analysis.	Demonstrates expert knowledge of what is involved in managing a global, national, or local marketing project. Structured timeline including goals and a specific budget. Detailed KPIs and metrics analysis with key takeaways.
Evidence of ability to develop and manage a marketing budgeting	<p>Developing a marketing budget should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify costs related to advertising, materials and/or 	Submit an example of a marketing budget created to maximize reach on a social media campaign.	Demonstrates basic knowledge of the components of a marketing budget. Budget is simple and reasonable.	Demonstrates advanced knowledge of the components of a marketing budget. Budget is detailed and accurate. Identifies which forms of advertising are needed, the	Demonstrates expert knowledge of the components of a marketing budget. Budget is detailed and accurate. Identifies all routes of advertising, the cost, the best cost options



	supplies, marketing staff, software, and content creation.			cost, and the best cost option for materials required.	for materials required, marketing staff, and software. Includes content creation guidelines.
Evidence of ability to measure return on marketing investment	<p>Measuring a return on marketing investment should include evidence of...</p> <ul style="list-style-type: none"> • Ability to conduct a financial analysis, including break-even calculations. • Ability to synthesize marketing analytics and campaign cycle time. 	Submit an example of an ROI investment analysis done for your employer.	Demonstrates basic knowledge of how to measure the success of a marketing investment. Identifies a break-even point.	Demonstrates advanced knowledge of how to measure the success of a marketing investment. Conducts a full financial analysis to offer strategic marketing recommendations.	Demonstrates an expert knowledge of how to measure the success of a marketing investment. Conducts full financial analysis that is represented through visualization tools. Identifies the cycle time for a marketing investment and offers system-level recommendations.
Evidence of ability to leverage marketing metrics and analytics	<p>Developing and managing marketing metrics and analytics should include evidence of...</p> <ul style="list-style-type: none"> • Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV). • Identifies the ROI and marketing goals. 	Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client.	Demonstrates basic knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies engagement levels within the local area through analytic programs.	Demonstrates advanced knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies national and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve goals and result in a stronger ROI. Offers direct marketing recommendations.	Demonstrates expert knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies global, national, and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve marketing goals, increase click-rates, and result in a stronger ROI. Offers system-level recommendations.
MARKETING COMMUNICATIONS					
Evidence of ability to develop and execute marketing communication campaigns	<p>Developing and executing marketing communication campaigns should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify which channels of advertising to utilize based on environmental and audience analysis. • Execution of campaign and 	Submit an example of a marketing campaign run through your school club to promote an upcoming event.	Demonstrates basic knowledge and application of a marketing communications campaign. Appropriate promotion channel use supports recommended tactical marketing decisions.	Demonstrates advanced knowledge and application of a marketing communications campaign. Appropriate promotion channel use supports recommended strategic marketing decisions.	Demonstrates expert knowledge and application of a marketing communications campaign. Appropriate promotion channel use supports recommended system-level marketing decisions.



	performance tracking analysis.				
Evidence of ability to develop and execute a media plan	<p>Developing and executing a media plan should include evidence of...</p> <ul style="list-style-type: none"> • Ability to conduct an environmental analysis relevant to identifying media strategy and objectives. • Measurable goals for analysis and evaluation of media plan success. 	Submit an example of a media plan developed and recommended for a client project.	Demonstrates basic knowledge and application of a media plan. Analysis contributes to tactical marketing decisions.	Demonstrates advanced knowledge and application of a media plan. Analysis contributes to strategic marketing decisions.	Demonstrates expert knowledge and application of a media plan. Analysis contributes to system-level marketing decisions.
Evidence of ability to develop a campaign brief	<p>Developing a campaign brief should include evidence of...</p> <ul style="list-style-type: none"> • Ability to write coherently and creatively. • Recognition of the client/brand needs, campaign objectives, environmental analysis, and budget. 	Submit an example of a campaign brief you created for a school assignment.	Demonstrates basic knowledge and application of a campaign brief to guide tactical marketing decisions.	Demonstrates advanced knowledge and application of a campaign brief to guide strategic marketing decisions.	Demonstrates expert knowledge and application of a campaign brief to guide system-level marketing decisions.
Evidence of ability to develop and execute a digital advertising campaign, including:	<p>Developing and executing a digital advertising campaign should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify marketing objectives through environmental and audience analysis. • Recognition of both mobile and web platform use, search routes, social media and content marketing, and lead nurturing. • Identifies ROI and marketing goals. 	Submit an online course certification you took through HootSuite.	Demonstrates basic knowledge and application of a successful digital marketing campaign. Analysis contributes to tactical marketing decisions.	Demonstrates advanced knowledge and application of a successful digital marketing campaign. Analysis contributes to strategic marketing decisions.	Demonstrates expert knowledge and application of a successful digital marketing campaign. Analysis contributes to system-level marketing decisions.



Paid search	Any search process where results are dictated by payment from advertisers.	Submit an example of a paid search you set up for your employer.			
Display advertising	Graphic advertising on Internet websites, apps, or social media through banners or other formats made of text, images, video, and audio.	Submit an example of a brand banner you created for the Facebook page.			
Email marketing	Using email to send advertisements, request business, or solicit sales or donations to potential or current customers.	Submit an example of an email campaign asking for donations for the non-profit organization you volunteer for.			
Evidence of ability to develop and execute a social media marketing campaign, including:	<p>Developing and executing a social media marketing campaign should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify brand goals, marketing strategy, and campaign goals. • Identifies target market and appropriate social media channels through supported research. • Identifies ROI and uses analytics to provide recommendations. 	Submit an example of a social media campaign run for a client project.	Demonstrates basic knowledge and application of a social media marketing campaign. Use of secondary research supports strategy and tactical marketing decisions.	Demonstrates advanced knowledge and application of a social media marketing campaign. Use of primary/secondary research supports strategic marketing decisions.	Demonstrates expert knowledge and application of a social media marketing campaign. Use of primary/secondary research supports system-level marketing decisions.
Develop a content calendar	A living document that maps out all the marketing activities, including details, content, and timing, across an organization.	Submit an example of a content calendar developed as part of a school assignment.			
Evidence of ability to develop and manage a website including:	<p>Developing a website should include evidence of...</p> <ul style="list-style-type: none"> • Consideration of website navigation, mobile use, visual design, and 	Submit an example of a website you developed for your freelance company.	Demonstrates basic knowledge and application of developing a website to support tactical marketing decisions.	Demonstrates advanced knowledge and application of developing a website to support strategic marketing decisions. Use of analytics and performance indicators.	Demonstrates expert knowledge and application of developing a website to support system-level marketing decisions. Use of analytics, performance indicators, and SEO.



	<p>information accessibility.</p> <ul style="list-style-type: none"> Utilization of keyword search and/or search engine optimization (SEO). Ability to define, measure, manage, and analyze key performance indicators to guide increasingly complex decisions. 				
Evidence of familiarity with HTML/CSS/JavaScript					
Evidence of ability to use a content management system.					
Optimizing website structure for search	The process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific marketing purpose.	Submit an example of a certification course you took to learn about the keyword search process.			
Creating search-optimized content	The process of improving the quality and quantity of website traffic to a website or web page from search engines.	Submit an example of how SEO was used to increase website traffic for your employer.			
OTHER					
Evidence of ability to manage ecommerce	<p>Managing ecommerce should show evidence of...</p> <ul style="list-style-type: none"> Use of social media and digital advertising to attract visitors and facilitate purchases online. Optimization of product pages through keywords and search engine 	Submit an example of all aspects of a marketing campaign you connected to support ecommerce for your employer.	Demonstrates basic knowledge and application of managing tactical marketing ecommerce decisions.	Demonstrates advanced knowledge and application of managing strategic marketing ecommerce decisions. Use of analytics to further audience reach.	Demonstrates expert knowledge and application of managing system-level marketing ecommerce decisions. Use of keyword search, SEO, and analytics to further audience reach.



	<p>optimization methods.</p> <ul style="list-style-type: none">• Ability to define, measure, manage, and analyze key performance indicators to guide increasingly complex decisions.				
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