

Quick-Start Guide 

# Digital Marketing Certification

*30-day Fast Track and Program  
Curriculum*

## Welcome to the Boot Camp Digital Digital Marketing Certification Program.

This certification is designed to provide you the knowledge you need to build and execute a digital marketing plan and master advanced techniques to optimize your success online. To complete the Digital Marketing Certification, follow the steps below.



### STEP 1 – Complete Coursework

The following courses are provided in order to prepare the student for the Digital Marketing Test and Assignment. You don't have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know: **Digital Marketing Strategy, Digital Measurement & Analytics, Email Marketing, Websites, SEO Training, Google Analytics, Digital Advertising and Social Media Strategy.**



### STEP 2 – Pass Digital Marketing Test

A single 40 question, cumulative test is required in order to assess your knowledge in Digital Marketing. Questions will be taken from the eight courses listed above. A score of 70% or above is required to obtain your certification. If necessary, the quiz may be taken multiple times.



### STEP 3 – Submit Assignment

Your Digital Marketing Action Planner will need to be submitted for review. **Download your Action Planner now** and fill it in as you go through your training. The Action Planner does not need to be 100% complete – some sections may not apply to your business. Aim to complete about 70 – 80% of it based on what is relevant for your business case.



### STEP 4 – Display Your Certification

Display your credentials on your website, resume, LinkedIn and other social networks.

## Before You Do Anything Else!

### Download your Digital Marketing Action Planner









From your homepage, click the Digital Marketing Certification Instructions icon below My Courses. At top of instructions page, click to download Action Planner.



Use the Action Planner as a guide and fill-in your business strategy as you progress through the courses. **Submission of your Action Planner is required for certification.**

## Review Courses

You do not have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know. A quiz is available at the end of every course lesson so you can test your knowledge before moving on to more complex material. These quizzes are not required for Certification.

- |   |  |
|---|--|
| <input type="checkbox"/>  <b>Digital Marketing Strategy</b>          | <input type="checkbox"/>  <b>SEO Training</b>          |
| <input type="checkbox"/>  <b>Digital Advertising</b>                 | <input type="checkbox"/>  <b>Websites</b>              |
| <input type="checkbox"/>  <b>Digital Measurement &amp; Analytics</b> | <input type="checkbox"/>  <b>Google Analytics</b>      |
| <input type="checkbox"/>  <b>Email Marketing</b>                     | <input type="checkbox"/>  <b>Social Media Strategy</b> |

## Final Requirements

### Pass Digital Marketing Test

The final 40-question cumulative test is found in your Certification instructions on your homepage. A score of 70% or above is required to move on to the final step.

### Submit Your Action Planner

Upload your final Action Planner by following the prompts in your Certification instructions on your homepage.



## 30-Days to Digital Marketing Certification

Fast-track your success and earn your Digital Marketing Certification in less than 30-days.



**Power Tip:** Before you begin, download your **Digital Marketing Action Planner** by clicking the Certification Requirements icon from your Boot Camp Institute homepage.

The Action Planner does not need to be 100% complete – some sections may not apply to your business. Aim to complete about 70 – 80% of it based on what is relevant for your business case.

Use the Action Planner as a guide and fill-in your business strategy as you progress through the courses. Submission of your Action Planner is required for certification.

### Steps to Certification:



**STEP 1**  
Complete Courses



**STEP 2**  
Pass Final Assessment



**STEP 3**  
Submit Assignment



**STEP 4**  
Display Your Certification



**Speak with your trainers!** Take advantage of our 1:1 office hours and sign up to speak with your trainer. Discuss any questions you have about the curriculum or how you're applying it to your work.

## 1-Month Overview

Get certified in one month with about two hours a day, five days a week.

**TOTAL VIDEO TIME:**

**41 HOURS**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>WEEK 1</b>  <b>Download Action Planner</b>	 <b>Digital Mrktg Strategy</b> Level 100 & Level 200 ⌚ 2hrs	 <b>Digital Mrktg Strategy</b> Level 300 & Level 400 ⌚ 1hr 40mins	 <b>Digital Advertising</b> Level 100 & Level 200 ⌚ 2hrs 20mins	 <b>Digital Advertising</b> Level 300 & Level 400 ⌚ 1hr 35mins	 <b>Digital Measurement</b> Level 100 – Level 400 ⌚ 2hrs 30mins	<b>Weekly Total Time:</b> ⌚ 10hrs
<b>WEEK 2</b>	 <b>Email Marketing</b> Level 100 ⌚ 45mins	 <b>Email Marketing</b> Level 200 ⌚ 2hrs 45mins	 <b>Email Marketing</b> Level 300 & Level 400 ⌚ 1hr 30mins	 <b>Websites</b> Level 100 ⌚ 1hr 10mins	 <b>Websites</b> Level 200 ⌚ 2hrs 10mins	<b>Weekly Total Time:</b> ⌚ 8hrs 10mins
<b>WEEK 3</b>	 <b>Websites</b> Level 300 ⌚ 2 hr 35 mins	 <b>Websites</b> Level 400 ⌚ 2hr 15mins	 <b>SEO Training</b> Level 100 & Level 200 ⌚ 1hr 40mins	 <b>SEO Training</b> Level 300 ⌚ 3hrs 10mins	 <b>SEO Training</b> Level 400 ⌚ 1hr	<b>Weekly Total Time:</b> ⌚ 10hrs 40mins
<b>WEEK 4</b>	 <b>Google Analytics</b> Level 100 & Level 200 ⌚ 1 hr 25 mins	 <b>Google Analytics</b> Level 300 ⌚ 1hr 15mins	 <b>Google Analytics</b> Level 400 ⌚ 2hrs 35mins	 <b>Social Media Strategy</b> Level 100 & Level 200 ⌚ 3hrs 40mins	 <b>Social Media Strategy</b> Level 300 & Level 400 ⌚ 1hr 50mins	 <b>Pass Final Exam &amp; Upload Action Planner</b> <b>Weekly Total Time:</b> ⌚ 12hrs



*Power Tip: You don't have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know.*

## 1-Month Agenda

### WEEK 1

Day 1 – Digital Marketing Strategy Level 100 & Level 200

- Digital Marketing Strategy Quiz 100
- Digital Marketing Strategy Quiz 200
- **Action Planner: Pages 3 - 11**

Day 2 – Digital Marketing Strategy Level 300 & Level 400

- Digital Marketing Strategy Quiz 300
- Digital Marketing Strategy Quiz 400
- **Action Planner: Page 12 - 14**

Day 3 – Digital Advertising Level 100 & Level 200

- Digital Advertising Quiz 100
- Digital Advertising Quiz 200

Day 4 – Digital Advertising Level 300 & Level 400

- Digital Advertising Quiz 300
- Digital Advertising Quiz 400

Day 5 – Digital Measurement & Analytics Level 100 - Level 400

- Digital Measurement Quiz 100
- Digital Measurement Quiz 200
- Digital Measurement Quiz 300
- Digital Measurement Quiz 400

### WEEK 2

Day 6 – Email Marketing Level 100

- Email Marketing Quiz 100

Day 7 – Email Marketing Level 200

- Email Marketing Quiz 200

Day 8 – Email Marketing Level 300 & Level 400

- Email Marketing Quiz 300
- Email Marketing Quiz 400

Day 9 – Websites Level 100

- Websites Quiz 100

Day 10 – Websites Level 200

- Websites Quiz 200



### **WEEK 3**

Day 11 – Websites Level 300

- Websites Quiz 300

Day 12 – Websites Level 400

- Websites Quiz 400

Day 13 – SEO Training Level 100 & Level 200

- SEO Training Quiz 100
- SEO Training Quiz 200

Day 14 – SEO Training Level 300

- SEO Training Quiz 300

Day 15 – SEO Training Level 400

- SEO Training Quiz 400

### **WEEK 4**

Day 16 – Google Analytics Level 100 & Level 200

- Google Analytics Quiz 100
- Google Analytics Quiz 200

Day 17 – Google Analytics Level 300

- Google Analytics Quiz 300

Day 18 – Google Analytics Level 400

- Google Analytics Quiz 400

Day 19 – Social Media Strategy Level 100 & Level 200

- Social Media Strategy Quiz 100
- Social Media Strategy Quiz 200

Day 20 – Social Media Strategy Level 300 & Level 400

- Social Media Strategy Quiz 300
- Social Media Strategy Quiz 400

Day 21 – Take final test & upload Action Planner for review\*

\*Allow for up to 1 week review of your Action Planner. You will be notified by email of your approved accreditation.