Sales and Marketing Certifications
Professional | Specialist | Expert

DIGITAL MARKETING CERTIFICATION PROGRAM

Let's excel

EDDS
CONSULTING

Lahore, Pakistan

VMEdu

Authorized Training Partner

Authorized Training Partner
VMEdu Inc, USA.

Who is VMEdu Inc ?

VMEdu Inc, USA is a leader in the professional training and certification industry and has facilitated the training of 500,000+ students from 3500+ corporations across 150+ countries with a success rate of 98.7% through its global network of 1100+ training providers.

VMEdu uses its state-of-the-art content creation expertise to create the best-quality online and classroom courses. This quality is provided to students worldwide through its global network of 1100+ training partners.

EDDS Consulting is VMEdu's Authorized Training Partner for the global market. Our courses come with an assurance of consistent, high-quality content presented in multiple formats—such as videos, podcasts, simulated tests, and mobile apps that ensure a well-rounded and practical learning experience for students.

Course Overview

High Quality Videos

Professional Level:	190 video lectures
Specialist & Expert level:	258 video lectures

High quality, interactive, and engaging online videos teach each chapter and knowledge area. All course videos are prepared and presented by industry experts.

7 Helpful Study Guides

Study guides for each chapter cover key concepts in all knowledge areas. These are also available in downloadable formats that can be accessed whenever needed.

174+ Test Questions

Practice tests for each chapter help students gauge their preparedness. You even have the flexibility to select the number of chapter test questions you want to attempt.

218 Terms and Definitions

Important terms and concepts for all chapters and knowledge areas are included. You can also use these terms as a collection of flashcards for practice and review.

16 PMI Approved PDUs

PMI approved PDUs for continuing certification requirements as set by PMI ensure that the certified professional's competencies are up to date and relevant.

2+ Illustrative Case Studies

Interesting and illustrative case studies present real-life scenarios ensuring effective learning. These case studies are fun to solve and provide great insights at the same time.

Mobile App

Access courses in all formats anytime, anywhere through our innovative mobile app and enjoy the same learning experience that you get online.

Progress Tracking

Track your progress in any course and chapter online or on mobile app and continue from where you left off.

Certification Exam

The certification exam is included in the course. The exam is online and proctored. Candidates have

Professional Level	Specialist Level	Expert Level
Exam: 2 hours	Exam: 3 hours	Exam: 4 hours
100 Questions	140 Questions	180 Questions
Fee*: $320	**Fee*: $470**	**Fee*: $650**

* Fee includes exam fee.
* Discounts available.

PROCESS FLOW

- Schedule the proctored exam. If required by the Authority, you may need to submit relevant documents.
- The Certifying Authority (SMstudy®) verifies the application; confirms the exam date & time.
- Take the proctored exam online.
- Upon successful completion of the exam get an online certificate.
- The physical certificate will be shipped to your postal address.
- If you are unable to pass the exam, you can schedule again by paying $50.

3.1.2.2. Marketing Research

3.1.2.3. Website Design Skills*

3.1.2.4. Emerging Technology Assessment

3.1.2.5. SEO Skills*

3.1.2.6. Competitor Website Analysis

3.1.2.7. Website Architecture Design*

3.1.2.8. Website Creation Tools

3.1.2.9. Mock-ups

3.1.2.10. Meetings and Discussions*

3.1.2.11. Expert Insights

3.1.3. Outputs

3.1.3.1. Created Website*

3.1.3.2. Refined Metrics and Targets for Website

3.2. Plan and Develop Mobile Channel

3.2.1. Inputs

3.2.1.1. Integrated DM Channel Plan

3.2.1.2. Mobile Metrics, Targets, and Budgets*

3.2.1.3. Selected Target Segments*

3.2.1.4. Allocated Budget*

3.2.1.5. Details of Competitive Products

3.2.1.6. Marketing Research Reports

3.2.1.7. Positioning Statement*

3.2.1.8. Existing Branding

3.2.1.9. Outputs of Marketing Strategy

3.2.2. Tools

3.2.2.1. Branding and Advertising

3.2.2.2. Competitor Mobile Site/App Analysis

3.2.2.3. Marketing Research

3.2.2.4. User Personas and Use Cases*

3.2.2.5. Mobile Website Development Methods*

3.2.2.6. Mobile App Development Skills*

3.2.2.7. Emerging Technology Assessment

3.2.2.8. Mobile App Development Methods*

3.2.2.9. Meetings and Discussions*

3.2.2.10. Expert Insights

3.2.3. Outputs

3.2.3.1. Created Mobile Site*

3.2.3.2. Created Mobile App*

3.2.3.3. Refined Metrics and Targets for Mobile Website

3.2.3.4. Refined Metrics and Targets for Mobile App

3.3. Plan and Develop Social Media Channel

3.3.1. Inputs

3.3.1.1. Integrated DM Channel Plan

3.3.1.2. Social Media Metrics, Targets, and Budgets*

3.3.1.3. Selected Target Segments*

3.3.1.4. Allocated Budget*

3.3.1.5. Details of Competitive Products

3.3.1.6. Marketing Research Reports

3.3.1.7. Positioning Statement*

3.3.1.8. Existing Branding

3.3.1.9. Outputs of Marketing Strategy

3.3.2. Tools

3.3.2.1. Branding and Advertising

3.3.2.2. Meetings and Discussions*

3.3.2.3. Competitor Social Media Activity Analysis

3.3.2.4. Marketing Research

3.3.2.5. Emerging Technology Assessment

3.3.2.6. User Personas and Use Cases*

3.3.2.7. Social Media Elements Selection*

3.3.2.8. Expert Insights

3.3.3. Outputs

3.3.3.1. Content Creation and Distribution Plan*

3.3.3.2. Created Social Media Presence*

3.3.3.3. Refined Metrics and Targets for Social Media Elements

4. OPTIMIZE WEBSITE

4.1. Optimize Website for Reach

4.1.1. Inputs

4.1.1.1. Created Website*

4.1.1.2. Reach Metrics and Targets for Website*

4.1.2. Tools

4.1.2.1. Competitor Reach Analysis

4.1.2.2. Search Engine Marketing (SEM) *

4.1.2.3. Search Engine Advertising (SEA)

4.1.2.4. Third-Party Advertising

4.1.2.5. Off-Page Search Engine Optimization (SEO) *

4.1.2.6. Online Public Relations (PR)

4.1.2.7. Strategic Alliances with Online Marketplaces

4.1.2.8. Corporate Sales and Marketing

4.1.2.9. Meetings and Discussions*

4.1.3. Outputs

4.1.3.1. Optimized Website for Reach*

4.1.3.2. Updated Reach Metrics and Targets for Website

4.2. Optimize Website for Relationship

4.2.1. Inputs

4.2.1.1. Created Website*

4.2.1.2. Relationship Metrics and Targets for Website*

4.2.1.3. Customers Reached through Website*

4.2.1.4. Customer Feedback*

4.2.2. Tools

4.2.2.1. Competitor Relationship Analysis

4.2.2.2. Website Analytics*

4.2.2.3. Offers and Promotions

4.2.2.4. Useful and Interesting Content

4.2.2.5. Customer Feedback and Interviews*

4.2.2.6. Website Editing

4.2.2.7. Corporate Sales and Marketing

4.2.2.8. Meetings and Discussions*

4.2.3. Outputs

4.2.3.1. Optimized Website for Relationship*

4.2.3.2. Updated Relationship Metrics and Targets for Website

4.3. Optimize Website for Reputation

4.3.1. Inputs

4.3.1.1. Created Website*

4.3.1.2. Reputation Metrics and Targets for Website*

4.3.1.3. Customer Feedback*

4.3.1.4. Presence on External Websites*

4.3.2. Tools

4.3.2.1. Branding and Advertising

4.3.2.2. Indexing on Popular Web Directories*

4.3.2.3. Proactive Customer Feedback Collection and Analysis*

4.3.2.4. Registration on Industry Association Websites

4.3.2.5. Website Analytics*

4.3.2.6. Corporate Sales and Marketing

4.3.2.7. Meetings and Discussions*

4.3.2.8. Online Public Relations (PR)

4.3.2.9. Customer Support Systems

4.3.2.10. Referral Programs

4.3.3. Outputs

4.3.3.1. Optimized Website for Reputation*

4.3.3.2. Improved SEO for Website*

4.3.3.3. Updated Reputation Metrics and Targets for Website

5. OPTIMIZE MOBILE/TABLET/DEVICES

5.1. Optimize Mobile Site and App for Reach

5.1.1. Inputs

5.1.1.1. Created Mobile Site*

5.1.1.2. Created Mobile App*

5.1.1.3. Reach Metrics and Targets for Mobile Website*

5.1.1.4. Reach Metrics and Targets for Mobile App*

5.1.2. Tools

5.1.2.1. Competitor Analysis

5.1.2.2. Content Creation Expertise*

5.1.2.3. Retail Marketing

5.1.2.4. Branding and Advertising

5.1.2.5. Search Engine Advertising (SEA)

5.1.2.6. Bluetooth and Wi-Fi

5.1.2.7. Push Notifications

5.1.2.8. Short Message Service (SMS)

5.1.2.9. Meetings and Discussions*

5.1.3. Outputs

5.1.3.1. Optimized Mobile Site and App for Reach*

5.1.3.2. Updated Reach Metrics and Targets for Mobile Site and App

5.2. Optimize Mobile Site and App for Relationship

5.2.1. Inputs

5.2.1.1. Relationship Metrics and Targets for Mobile Website*

5.2.1.2. Relationship Metrics and Targets for Mobile App*

5.2.1.3. Customers Reached Through Mobile Channels*

5.2.1.4. Customer Feedback*

5.2.2. Tools

5.2.2.1. Competitor Analysis

5.2.2.2. Mobile Site and App Analytics*

5.2.2.3. Content Creation Expertise*

5.2.2.4. Responsive Web Design

5.2.2.5. Mobile App Updates

5.2.2.6. Offers and Promotions

5.2.2.7. Meetings and Discussions*

5.2.3. Outputs

5.2.3.1. Optimized Mobile Site and App for Relationship*

5.2.3.2. Updated Relationship Metrics and Targets Site and App

5.3. Optimize Mobile Site and App for Reputation

5.3.1. Inputs

5.3.1.1. Reputation Metrics and Targets for Mobile Website*

5.3.1.2. Reputation Metrics and Targets for Mobile App*

5.3.1.3. Mobile App Sales and Downloads*

5.3.1.4. Customer Feedback*

5.3.2. Tools

5.3.2.1. Mobile Site and App Analytics*

5.3.2.2. Proactive Customer Feedback Collection and Analysis*

5.3.2.3. Meeting and Discussions*

5.3.2.4. Mobile Site/Mobile App Customer Support*

5.3.3. Outputs

5.3.3.1. Optimized Mobile Site and App for Reputation*

5.3.3.2. Improved App Store Optimization (ASO) and SEO for Mobile App Web Page*

5.3.3.3. Updated Reputation Metrics and Targets for Mobile Site and App

6. OPTIMIZE SOCIAL MEDIA

6.1. Optimize Social Media for Reach

6.1.1. Inputs

6.1.1.1. Content Creation and Distribution Plan*

6.1.1.2. Completed Company and Product Profiles*

6.1.1.3. Reach Metrics and Targets for Social Media Elements*

6.1.2. Tools

6.1.2.1. Competitor Analysis

6.1.2.2. Advertising in Social Media

6.1.2.3. Retail Marketing

6.1.2.4. Participation in External Social Media*

6.1.2.5. Content Creation Expertise*

6.1.2.6. Meetings and Discussions*

6.1.3. Outputs

6.1.3.1. Optimized Social Media for Reach*

6.1.3.2. Updated Reach Metric and Targets for Social Media Elements

6.2. Optimize Social Media for Relationship

6.2.1. Inputs

6.2.1.1. Content Creation and Distribution Plan*

6.2.1.2. Social Media Relationship Data

6.2.1.3. Relationship Metrics and Targets for Social Media Elements*

6.2.1.4. Customer Feedback*

6.2.2. Tools

6.2.2.1. Competitor Analysis

6.2.2.2. Social Media Relationship Metrics Analysis*

6.2.2.3. Retail Marketing

6.2.2.4. Social Media Campaigns*

6.2.2.5. Content Creation Expertise*

6.2.2.6. Offers and Promotions

6.2.2.7. Meetings and Discussions*

6.2.3. Outputs

6.2.3.1. Optimized Social Media for Relationship*

6.2.3.2. Improved Relationship through Social Media

6.2.3.3. Updated Relationship Metrics and Targets for Social Media Elements

6.3. Optimize Social Media for Reputation

6.3.1. Inputs

6.3.1.1. Current Presence on Social Media

6.3.1.2. Reputation Metrics and Targets for Social Media Elements*

6.3.1.3. Voluntary Customer Feedback

6.3.1.4. Existing Branding

NOTES on Certification Exam

- The **'Professional'** level certification exam only *evaluates* the Inputs, Tools and Outputs marked with *.

- The **'Specialist'** and **'Expert'** level certification exam *evaluates* all the listed Inputs, Tools and Outputs.

Who we are

EDDS Consulting was founded in 2012. Facilitating a growing list of clients in Pakistan as well as in the USA, UK, Belgium, UAE, Australia and Egypt. We help in creating opportunities for individuals as well as organizations to mark their way in the continuous pursuit of excellence. Our core value of service is excellence in Management Consulting & Training.

EDDS Consulting offers services in three major areas: Management Consulting, General Management Training and Professional Certifications.

Main disciplines in which we provide training and certifications for are:

Project Management | Sales and Marketing | Scrum & Agile | Quality Management | Negotiations Management | Lean Management | Time Management

We provide consulting services in:

Lean Transformation | Business Intelligence Solutions

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