An ecci Venture

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GLOBAL
Learning for Excellence

Online Marketing Certified Associate

3 Days | Classroom Training

OMCP®
Registered
Education Provider

Content

ONLINE MARKETING CERTIFIED ASSOCIATE

Introduction

This is your world, your moment!

More than half of the world's population now uses the internet. Much of today's consumer behavior and sales are progressively influenced based on information made visible online.

Consumers are fast deciding what to buy, where to travel, and even what to eat via digital media. Needless to say, the way business is made available to customers has entered a new era. Organizations have begun recognizing the scope of the digital marketplace. The power it offers to reach the right customers at the right time by leveraging digital marketing strategies makes room for a large talent pool that is yet to be tapped.

Our Online Marketing Certified Associate (OMCA™) program will help you gain and apply the knowledge you need to navigate the digital marketing landscape. It enables you to make better informed decisions to promote your products and services, not just efficiently but also effectively.

Our program will empower you to engage with your customers across the online spectrum. We will help you speak the same language as your internal or external digital marketing team so you can make every dollar count.

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apex
G L O B A L
Learning for Excellence

APEX Global is the learning solutions arm of ECCI—the leading process improvement solutions provider in Southeast Asia.

Our sole aim is to promote performance excellence among professionals. We give our customers the advantage to achieve greater success through effective, experiential and results-oriented training delivery.

We have the experience of training over 300,000 professionals in the last decade, a strong pool of evangelists and trainers with expertise in a niche array of domains and a strong regional presence. We provide an extensive portfolio of high-quality, industry-specific and functional programs coupled with high quality comprehensive training materials to deliver our ultimate "promise"—the R.E.A.L learning experience.

OMCP®
ONLINE MARKETING
CERTIFIED PROFESSIONAL

Clients and employers prefer working with marketers whose skills, experience, and education are verified by an industry certification. OMCP® helps marketers to distinguish themselves in a crowded marketplace, and clients to make informed decisions.

The OMCP® certifications verify up-to-date knowledge, education, and experience as required by the industry. The standards are derived through a combination of role delineation studies, polls of hiring managers, and are audited by a wide range of practitioners, author-experts, and educators.

Exams are written by industry leaders, published authors, and are peer-reviewed on a regular basis. Experience, exam results, entitlement and education are verified by OMCP® staff before certification is awarded.

OMCP® maintains the competency and exam standards for online marketing in coordination with industry leaders. This is the only independent certification standard for online marketing supported by up-to-date exams and hundreds of universities and colleges.

Who is behind OMCP®?

Top authors, thought leaders, marketing leaders, and platforms support OMCP®. Most of the Fortune 500 have invested in hiring or training employees to the OMCP® standard. Key support has come from: *Google, Microsoft, Dell, P&G, Home Depot, WPP Agencies, Duke University, Market Motive, MOZ, Marketo*

Key contributors to the standard include:

Avinash Kaushik (Google), Brad Geddes, MJ DePalma (Microsoft), Brian Eisenberg, Brian Clifton, Ilonka Laviz, Jane Flint, Lyena Solomon, Philippa Gamse, Matt Bailey, Dave Kerpin, Eric Enge, Ruth Burr (Moz), Scott Milrad (Google), John Marshall, Michael Stebbins, Stephan Spencer, Jennifer Evans Cario, Greg Jarboe, Jeff Hasen, Todd Malicoat

APEX Global is the sole OMCP partner in the entire Philippines.

Our clients continue to grow

With an ever expanding industry facing a shortage of skilled professional talents, this training puts you on the map. Employees from various institutes continue to take part in our training programs.

Course Overview

Who is this course for?

Online Marketing Certified Associate (OMCA™) is a widely acknowledged certification for online marketing associates and entry-level practitioners. Designed for both seasoned and entry level marketing professionals, the OMCA™ demonstrates comprehensive knowledge of online marketing concepts and generally-accepted practices across multiple digital marketing disciplines. The following will definitely benefit from this course:

- **Businesses looking to reduce costs, targeting efficiencies, ensuring real time results, and seeking a wider audience**
- **Entry-level digital marketing professionals**
- **Conventional advertiser looking to broaden the horizon**
- **Anyone looking to demonstrate their commitment to online marketing, improve ability to manage digital marketing projects, and earn additional responsibility**

What can you expect?

Our program offers you the knowledge, skills, preparation, and the eligibility to take the OMCA™ exam.

Your learning path will take you through a combination of instructor-led lectures and practical adventures. You will acquire hands-on learning experience that will enable you to devise, optimize, and execute an efficient digital marketing strategy. You will be involved in practical implementation of the concepts discussed within the training.

What will you learn?

APEX Global has teamed up with OMCP® to customize this training for specialized marketing strategies in South East Asia.

Our program is designed with your professional needs in mind. You will learn the ropes of strategizing the digital marketing sphere and, at the same time, be able to build a firm grasp of the digital marketing ecosystem.

DIGITAL MARKETING ECOSYSTEM

APEX Global
Digital Marketing
Training

Pay-Per-Click (PPC)

Search Engine Optimization

Social Media Marketing

Web Analytics

Content Marketing

Email Marketing

What do I get?

Upon completion of the training, you will be able to:

- Master digital marketing tools such as Google Analytics, Google AdWords, Facebook Marketing, YouTube Marketing, Twitter Marketing, and more
- Manage all aspects of digital marketing, such as Content Marketing, Email Marketing, Pay-Per- Click (PPC) Advertising, Search Engine Optimization (SEO), Social Media Marketing, and Web Analytics
- Formulate, plan, and execute effective digital marketing campaigns
- Take the OMCA™ exam, the most credible certification in the online marketing space

Career Path

How do I earn the OMCA™ Certification?

The prerequisites for OMCA™ certification status include:

1. A passing score on the OMCA™ exam
2. A secondary degree or equivalent (e.g., High School diploma or GED)
3. 600 hours of experience in online marketing OR proof of completion of an OMCP®-approved course within the six months prior to your application

Where do I begin?

The roadmap on the next page gives you two (2) definite choices.
Your choice depends on the purpose of your training.

You may choose to take the training to gain excellence in the subject; many do prefer taking the OMCA™ exam after successful completion of the training.

Apex Global is committed to support you through the journey and in the path you wish to take.

OPTION 1

You can choose to take the **OMCA™ Exam** after completing your training.
Our training prepares you precisely for this.

Training registration → 40hrs of intensive classroom training → Case studies → Apex Global exam → Apex Global training completion certificate → OMCA exam registration → Pass OMCA exam → Submit Apex Global training certificate to OMCP → OMCA Certified
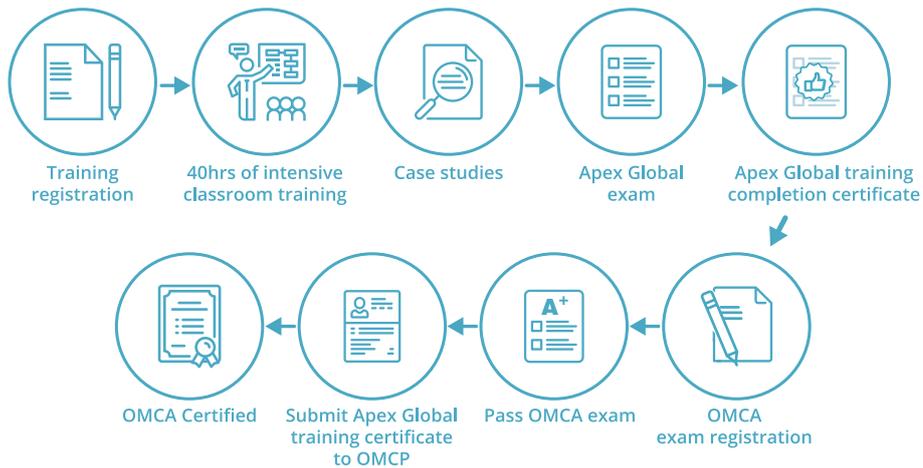
OPTION 2

Based on your professional objectives, you can choose not to take the OMCA™ Exam. Instead, you will be awarded a **completion certificate from Apex Global**. This option will allow you a concession of USD 225 from the course fees.

Training registration → 40hrs of syllabus study/ intensive classroom training → Case studies → Apex Global exam → Apex Global training completion certificate

Course Content

This training program has nine modules with multiple sub-modules that will prepare you for the OMCA™ exam:

1. Content Marketing
2. Email Marketing
3. Pay-Per-Click (PPC) Advertising
4. Search Engine Optimization (SEO)
5. Social Media Marketing
6. Web Analytics

"

We don't have a choice on whether we do social media, the question is how well we do it?

"
Erik Qualman,
American author of *Socialnomics*

MODULE 1

Content Marketing

More engaging marketing content increases the marketer's chances of getting his message across a large number of people. So important is content to a digital campaign that many experts equate success with good content alone. This module will help you gain a stronghold in the domain of content marketing and develop a sound content marketing plan.

As we introduce you to numerous case studies, you will learn to identify the best social media platform for a goal, identify influencers, and apply metrics to evaluate and improvise the marketing efforts.

In the process of this module, you will gain comprehensive exposure to Campaign URL Builder provided by Google Analytics. This essential tool will equip you to add campaign parameters to URLs, allowing effective tracking of your Custom Campaigns in Google Analytics.

MODULE 2

Email Marketing

In every inbox, there are countless unopened emails. Amongst these ignored messages, however, are a few that have elicited enough curiosity to get opened. Behind them lie the rules of successful email marketing.

This module will help you master these rules. First, you will learn several terms related to email marketing. Then, you will be introduced to its history and evolution, how it fits within a marketing mix, and the methods to increase email deliverability.

Finally, you will be provided an in-depth discussion of best practices used in this valuable area of online marketing. To further equip you with useful knowledge, this module will also include a discussion of measurement and control of email marketing and the importance of Click-Through- Rate (CTR).

MODULE 3

Pay-Per-Click (PPC) Advertising

PPC is a digital marketing model wherein businesses pay a fee each time one of their ads is clicked. An effective PPC campaign can accelerate the rate at which you achieve your marketing goals. This module will teach you how to set up an effective PPC campaign, as well as understand how paid advertising bidding works. This is also where you will learn the importance of good keywords, and how to search and plot them for every campaign.

This module also takes you to some interesting lessons on advertising—the purpose of an ad, its anatomy, and the components of a good landing page.

Furthermore, you will better understand the relevance of quality score and testing. You will also learn about the impact of a quality score on ad ranking, as well as the value of testing ad copies, and how A/B testing is done.

MODULE 4

Search Engine Optimization (SEO)

A large part of your digital marketing efforts will be devoted to getting enough visibility to your website. Optimizing your website for search engines plays a key role in this regard. This module will help you master the basics of SEO.

Here you will learn about long tail and short tail keywords and the benefits of SEO competitive intelligence. Further, you will understand the importance of good SEO site architecture as well as the role of an XML site map.

Topics such as On-Page Optimization, inbound links, and the significance of the Google Panda update and the Google Penguin update will help you hone your proficiency in detailed aspects of SEO.

MODULE 5

Web Analytics

Feedback is key to understand the effectiveness of our efforts. Without knowing how well our campaign or web page is doing, we can do little to learn and formulate best practices. Web analytics helps us make sense of the current state of our data, traffic, and conversions.

In this module, you will learn about Key Performance Indicators (KPIs), the basic elements involved in planning and strategizing Web Analytics. You will also have extensive learning of dashboards, surveys, and qualitative research. This module will teach you how surveys work, and how the data and insights from surveys differ from traditional web analytics. There will also be a comprehensive discussion of competitive intelligence and testing.

Further, this module will discuss different tools for web analytics and the three key methods by which data is collected. This will also teach you how to deploy JavaScript and Page Tags within basic implementation.

MODULE 6

Social Media Marketing

A single post can get gazillion clicks, likes, tweets, and shares to your social media account. However, it has to be noted that a single blunder in this space can go viral and instantly damage goodwill.

This module will therefore teach you how to tread effectively on this media. You will learn how to create a good Social Media Marketing strategy. You will also be equipped to integrate social media marketing with other platforms. This module also gives you an understanding of influencers and the role they play in the specific social media topic you are marketing.

You will also learn to create customized content plans for several social media channels and explain their dynamics.

Finally, you will learn to effectively monitor your campaigns by understanding what elements to list down and how to track and prioritize them. You will also learn about reputation management practices, customer listening, and how to best respond to complaints and criticisms.

"

90% of web analytics success
lies in the people you have behind
the tools.

"
Avinash Kaushik
Digital Evangelist at Google
Author of *Web Analytics 2.0*

Course Assessment

The assessment covers the fundamental principles of the nine basic online marketing disciplines: *Content Marketing, Conversion, Email Marketing, Mobile Marketing, PPC, SEO, Social Media, Web Analytics, and Marketing Automation.*

Here are some quick facts about the exam:

The OMCA™ exam can be taken after finishing the OCMP-Approved Course

It is a proctored, computer-based exam

The exam is comprised of 72 multiple choice questions that should be answered within 75 minutes

Since the minumum passing score is not declared by OMCP®, an applicant should target for 55-60 correct answers

After taking the exam, the applicant should submit the proof of OMCP®-Approved Training Completion

Upon validation, the OMCA™ license number will be issued by OMCP®. The Certification is valid for 1 year.

100 Professional Development Units (PDUs) are required for annual re-certification. These can be accrued by participating in recognized organizations, events, training programs and communities

Faculty Profile

Delivered by our established in-house experts, global network of trainers, speakers and facilitators through established processes, this certification course will introduce you to the most relevant and practical aspects of project management.

APEX Global Expert Council (AGEC) works closely with leading industry experts to consistently create, review and update the certification learning objectives. This ensures that what our clients learn is instantly applicable to any role and aligned to the needs of respective industries.

We collaborate with reputable partners on the design and development of course materials, so your learning is shaped by practical experience, expert insights and valuable case studies.

For more information

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