



# Digital Marketing Certificate

Acquire the necessary skills and expertise to effectively plan and implement a successful awareness strategy.







Digital Marketing with confidence



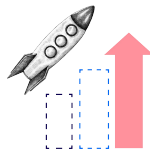
# Digital Marketing Certificate

Acquire the necessary skills and expertise to effectively plan and implement a successful awareness strategy. Utilise the strength of targeted digital marketing tactics to engage your audience and increase conversions, while expanding your online presence.

## Course format

 18 - 20 h	 No prerequisites
 Self-paced	 Join as a team
 € 995	 6 Modules
 Certificate of Completion	 Blended

## Why Digital Marketing?



### High In demand skill

Digital marketing expertise is the most sought-after skill among marketers. "Digital Marketing Specialist" is among the 10 most in-demand jobs (LinkedIn).



### Stand Out

60% of SMEs pivoted to a stronger online presence since 2020. Standing out is harder than ever (Forbes).

## Who is this course for?

- Current or aspiring marketing professionals who want to advance their skills and become a well-rounded marketer. Staying up-to-date with the latest marketing trends.
- Students interested in pursuing a career in digital marketing, or diversifying their skill set
- Freelancers, and business owners who want to learn the principles of digital marketing and improve their online presence.

## What can you expect to learn?

- You will learn about the different components of digital marketing and how to create an optimised landing page for your business.
- You will become familiar with organic and paid media strategies. You will glean insights into retargeting techniques to improve your reach amongst those who have already interacted with your brand. Improving conversion and driving sales.
- Our expert instructors will teach you how to analyze data, optimize your efforts, and create campaigns that drive conversions and grow your business.

## Curriculum Overview

### Module 1 - Introduction to Digital Marketing

In this module you will learn about the value of digital marketing in business. You will gain insights into how to distil marketing data and develop customer personas and create a customer journey map.

### Module 2 - Tracking and Analytics

Learn which marketing metrics and tools are valuable as a digital marketer. Becoming familiar with Google Analytics 4 and Tag Manager.

### Module 3 - Targeting your Audience Organically with awareness channels

Develop a content marketing strategy. Identifying high-volume and trending topics which you will learn to distribute across organic and. Boosting awareness and reach.

### Module 4 - Targeting your audience using Paid Media

Learn about paid channels and how to identify which may yield the highest return on investment (ROI) according to customer personas.

### Module 5 - Retargeting your audience

Master retargeting techniques, increasing your chances of converting visitors into paying customers. Understand best practice email marketing strategies to grow your community.

### Module 6 - Landing page optimisation

Consolidate your knowledge and design a no-code landing page. Using the LIFT model you will learn how to optimise the performance of your website.

## Industry Expert



### Tarek Reslan Growth Marketing Expert

A computer science graduate who disliked coding and shifted to marketing, and has trained over 1500 professionals on growth marketing as a trainer at Growth Tribe. In his free time, he enjoys creating video content for his YouTube channel.

## Core Skills

Landing Page Optimisation

Paid Media

Data Analytics

Content Marketing Strategy

Retargeting

Awareness Tactics

## Testimonials



### Rik De Vitte Growth Hacker



Attending a Growth Tribe course is like going on a learning roller coaster. Get ready to: learn new (in high demand) skills, get inspired, have fresh ideas popping into your head and meet new interesting people!



### Meagan Cedarbaum Product Manager



Growth Tribe doesn't only deliver amazing content, learnings, coaches & trainers, but has designed an interactive, fun and seamless online learning experience.

# Your Investment

Choose what's right for you

## Key Features

### Professional Certificate

### Premium Membership

€995

One-time purchase.

€1495

Paid yearly.

Certificates (18-24 hours)

1

15+

Bonus Modules (2 hours)

✗

75+

Bi-weekly Microlearning

✗

✓

Downloadable Resources

✗

100+

35.000+ Community Access

✓

✓

'Ask An Expert'

✓

Priority

Personal Career Coaching

✗

3

Job Board

✓

✓

6x/Month Community Events

✓

✓

Masterclasses

✗

4

Exclusive Senior Leaders Community

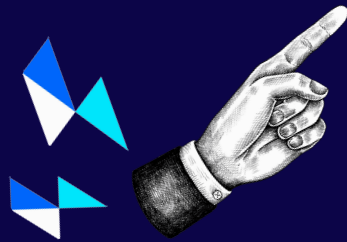
✗

✓



# Looking for more than just a Certificate?

Discover our **Membership**

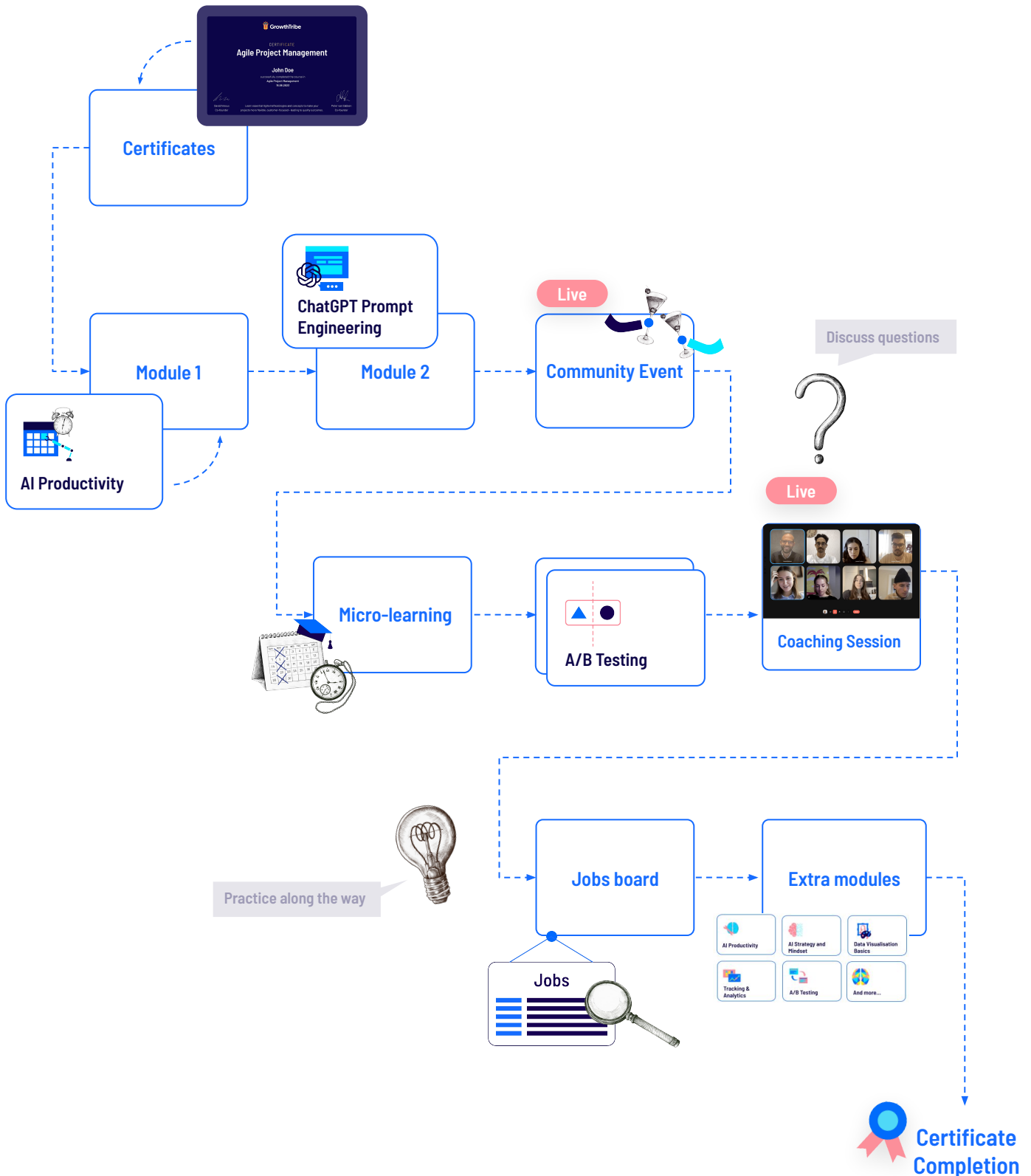


Keep reading to learn how it works and  
the features you'll enjoy.

# Access a world of opportunities!

## Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy**. Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.



# Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills**. Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

## Data & A.I.



**A.I. for Business**



**Business Analytics**

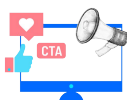


**Data Visualisation  
& Storytelling**

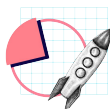


**Data Fundamentals**

## Growth & Marketing



**Digital Marketing**



**Growth Marketing**



**Conversion Rate  
Optimisation**



**Digital  
Communication**



**Sales & Business  
Development**

## Business & Innovation



**Digital Leadership**



**Project Management**



**Agile Project  
Management**



**Design Thinking**



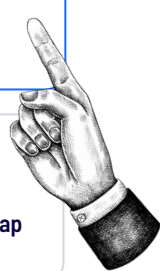
**Product  
Management**
































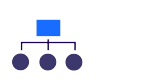
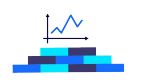





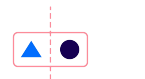
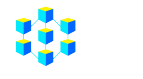


**Web3 Foundations**

# Boost your skills with speed and depth.

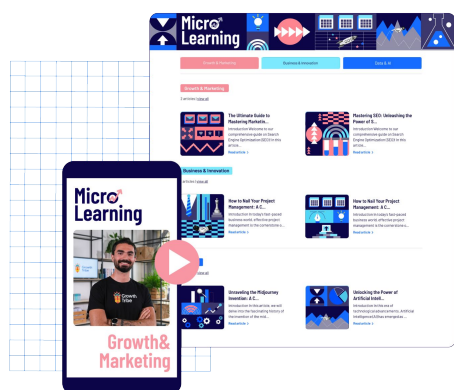
Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules**. Dive into your areas of interest at your own pace with our modular library.



 <b>AI Productivity</b>	 <b>Product Management Concepts</b>	 <b>Data Visualisation Basics</b>	 <b>Growth Mindset and Experimentation</b>	 <b>AI Business Strategy</b>
 <b>Data Visualisation Methods</b>	 <b>Data-Informed Decision-Making</b>	 <b>Ideation Techniques</b>	 <b>Antifragile Leadership</b>	 <b>Product Roadmap Development</b>
 <b>Rapid Experimentation</b>	 <b>Creating a Sales Strategy</b>	 <b>Digital Marketing Fundamentals</b>	 <b>GenAI for Design</b>	 <b>Leading Project Execution</b>
 <b>Paid Media for Targeted Audience</b>	 <b>Blockchain Case Studies</b>	 <b>Data Presentation</b>	 <b>Building a Brand Identity</b>	 <b>Fundamentals of CRO</b>
 <b>Product Mission &amp; Vision</b>	 <b>Building a Data Culture</b>	 <b>Agile Frameworks &amp; Scrum Essentials</b>	 <b>Data-Driven Growth Marketing</b>	 <b>Landing Page Optimisation</b>
 <b>Content Marketing Strategy</b>	 <b>Product-Market Fit</b>	 <b>ChatGPT Prompt Engineering</b>	 <b>Project Planning and Documentation</b>	 <b>Lead Change Management</b>
 <b>Funnel Marketing</b>	 <b>Predictive Analytics for Business</b>	 <b>Descriptive Analytics</b>	 <b>Iterative Design</b>	 <b>Managing Data Projects</b>
 <b>Scaling Complex Projects</b>	 <b>Data-Informed Communications</b>	 <b>Design Thinking Fundamentals</b>	 <b>A/B Testing</b>	 <b>Web3, DeFi, The Metaverse, NFTs</b>

# Stay up-to-date with latest developments in your field and **apply learnings straight away.**

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.

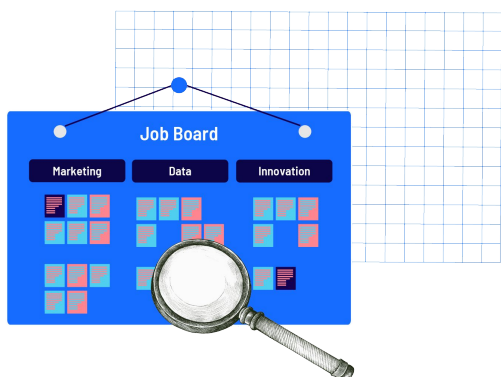
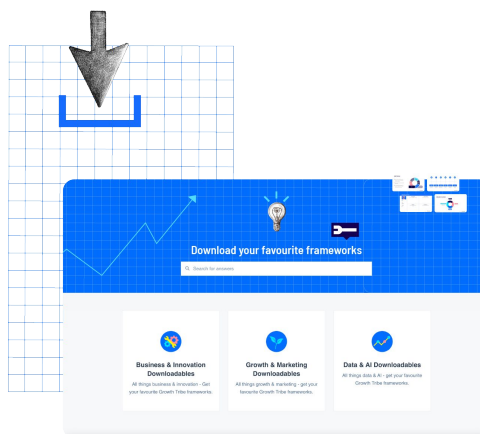


## 24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

## 100+ Downloadable resources for immediate impact.

**Hands-on** learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.



## 100+ job listings to take your career to new heights.

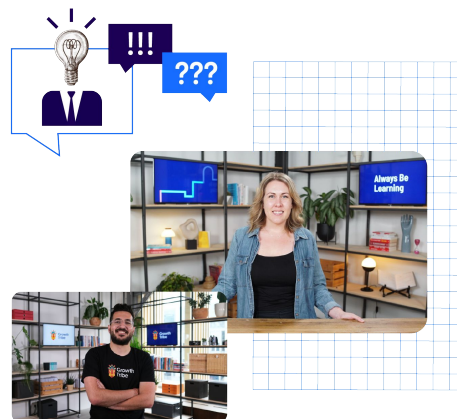
Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

# Connect, collaborate, elevate.

## Get support from peers and experts in a dynamic community of 35.000+.

### Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.

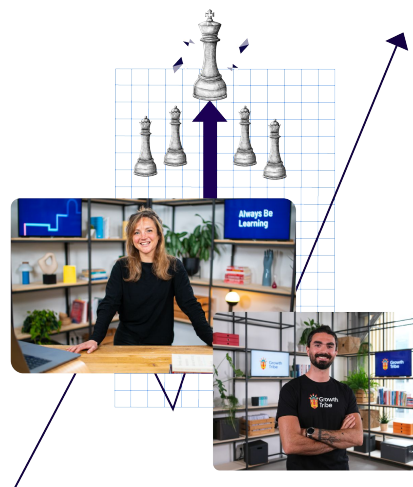


### Attend community events and build your network.

Join vibrant events for networking, learning, and growth. Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

### Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.



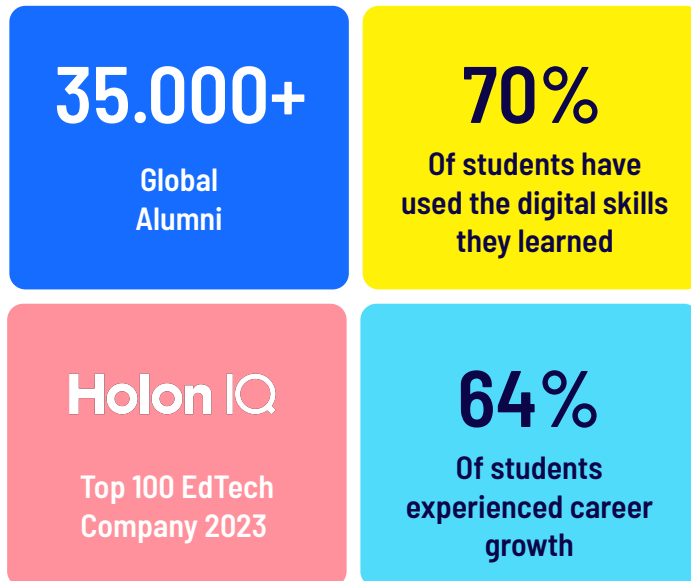


## About us

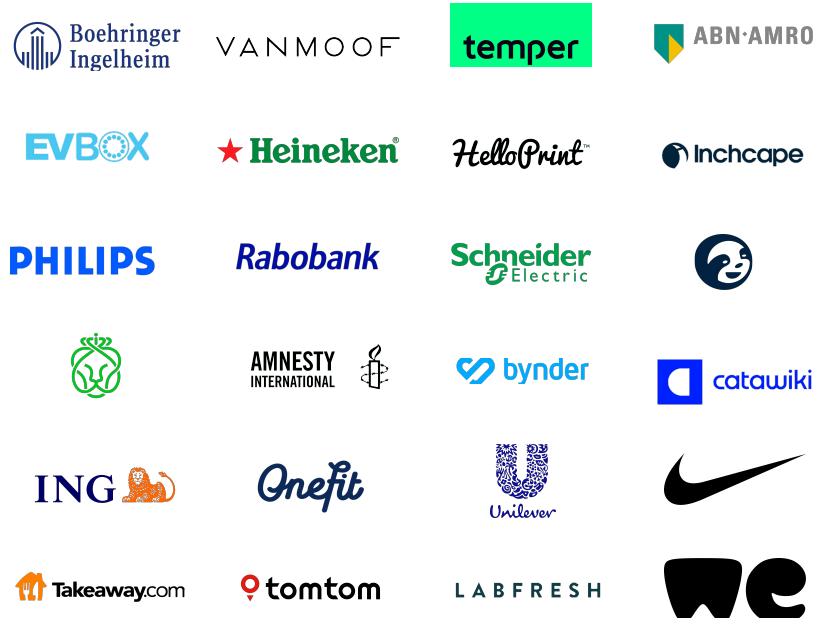
Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

## Growth Tribe in numbers



## Companies that trust us



## What do our customers say?



### Katie Hudson

Senior Product Operations Manager



If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.

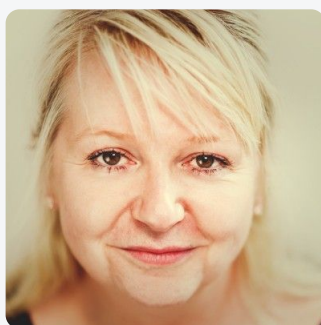


### Ashley Mclean

Product Designer

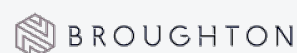


I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.

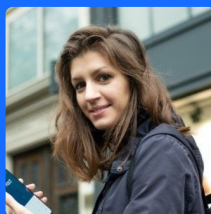


### Merran Wrigley

Group Marketing Director



As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.



**Zsofia Lele**  
Co-founder &  
Growth Manager  
Pippadu

*"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."*



**Theodor Andrei**  
Growth Marketer  
Marveltest

*"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."*



# Want to train more than 5 people?

Wanna know more?

Click [here](#) to learn more.