

# IPA Digital Performance Essentials Certificate

In the ever evolving world of digital marketing, this course enables participants to discover the key disciplines needed in SEO and Paid Search, and develop the skills required to plan and implement digital marketing campaigns.

The world of digital advertising is incredibly fast paced and this course will enable practitioners to keep one step ahead to enable strategic thinking and effective planning.

## Who is this qualification for?

Specifically designed for junior practitioners working in the communications industry who may be in their first year with a digital agency or specialist department. You may be in your first year within a digital agency or specialist department. It's also ideal for more experienced individuals looking to add knowledge of digital to their existing skill set.

## Learning outcomes

- Understand each of the key disciplines in digital marketing, providing you with a background knowledge that will enable you to hold your own in team and client meetings
- Gain an essential grounding in how to be a successful client manager and strategic thinker
- Become better at briefing, planning and executing digital marketing campaigns
- Learn how to buy traffic through display marketing and how to manage successful campaigns
- Explore how SEO has evolved and how to make it work for you
- Understand affiliate marketing, what's involved and how to manage campaigns successfully
- Learn about Paid Search and how to efficiently manage your keyword strategies

## How is the qualification delivered and assessed?

- 10 hours of online learning
- A mandatory multiple choice test must be passed before the exam date. If the candidate does not pass this test by the exam date, the final exam will not be accessible to them and they must follow deferral or cancellation policy.
- The qualification is then assessed via a formal 70-minute online exam
- If you pass the exam, you will be awarded a digital certificate of completion

## Exam dates / Booking deadlines

3 April 2024 / Booking deadline 16 February 2024  
3 July 2024 / Booking deadline 17 May 2024  
2 October 2024 / Booking deadline 16 August 2024  
4 December 2024 / Booking deadline 18 October 2024

## Price

\$450 + GST members  
\$500 + GST non-members