Equinet Academy

CERTIFIED DIGITAL MARKETING ANALYST (CDMA)

Harness the Power of Analytics to Drive Marketing Success

Companies who've sent their teams for upskilling

Microsoft · new balance · SONY · IKEA · DHL · FUJI XEROX

Our Graduates Work For Companies Like

Apple · ByteDance · Canon · CISCO · citibank · Shell

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PROGRAMME OVERVIEW

The Certified Digital Marketing Analyst (CDMA) programme is designed to provide you with the skills and knowledge to excel in digital marketing analytics. You will learn how to use data to drive marketing decisions, optimise campaigns, and improve conversion rates.

PROGRAMME HIGHLIGHTS

- Comprehensive understanding of digital marketing analytics
- Hands-on training with Google Analytics 4 and Google Tag Manager
- Advanced techniques for analysing and optimising marketing performance
- Real-world case studies and practical projects
- Expert instruction from industry professionals
- Flexible learning options to suit your schedule

LEARNING OUTCOMES

By the end of the CDMA programme, you will be able to:

- Develop and implement effective digital marketing analytics strategies
- Use Google Analytics 4 to track and analyse website performance
- Implement and manage tags with Google Tag Manager
- Optimise website and landing page conversions
- Analyse marketing data to drive strategic decisions

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PROGRAMME MODULES

Digital Marketing Analytics (Google Analytics 4)

Learn the fundamentals of digital marketing analytics, focusing on Google Analytics 4 for tracking and analysing website

- Learning Unit 1: Digital Marketing Analytics Fundamentals
- Learning Unit 2: Digital Marketing Analytics from a Marketing Standpoint
- Learning Unit 3: Set Up Google Analytics
- Learning Unit 4: Accessing GA4 Reports
- Learning Unit 5: Understanding Your User
- Learning Unit 6: Exploring Your Traffic
- Learning Unit 7: Determining User Engagement
- Learning Unit 8: Tracking Monetisation & Conversions
- Learning Unit 9: Redefine Organisational Approach To Analytics

Google Tag Manager

Master the use of Google Tag Manager for efficient tag management and data collection.

- Learning Unit 1: Getting Started with Google Tag Manager
- Learning Unit 2: Deploying Google Tag Manager
- Learning Unit 3: Managing Google Tag Manager

Website & Landing Page Conversion Optimisation

- Learning Unit 1: Foundations of Conversion Rate Optimisation (CRO) & User Experience Design
- Learning Unit 2: Consumer Psychology, Heuristic Analysis & User Experience Design

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- Learning Unit 4: Design an Effective Landing Page
- Learning Unit 5: Identifying Optimisation Opportunities on a Website
- Learning Unit 6: Conversion Rate Optimisation Tools
- Learning Unit 7: Prioritisation, Tracking and Reporting for Conversion Rate Optimisation (CRO) Actions

Advanced Digital Marketing Analytics

Explore advanced analytics techniques, including data segmentation, user behaviour analysis, and custom reporting.

- Learning Unit 1: Introduction to Advanced Google Analytics 4
- Learning Unit 2: Begin with the End in Mind
- Learning Unit 3: Understand GA4 Data Measurement
- Learning Unit 4: Configure Events & Conversions
- Learning Unit 5: Advertising Data Configuration & Analysis
- Learning Unit 6: GA4 Configurations
- Learning Unit 7: Additional GA4 Configurations
- Learning Unit 8: Advanced Data Analysis with Explorations

The modules are meticulously sequenced to provide a comprehensive and progressive learning experience.

Commencing with Digital Marketing Analytics (Google Analytics 4), this module establishes a robust foundation in analytics principles and fundamental techniques. Progressing to Advanced Digital Marketing Analytics, learners will delve into sophisticated strategies and techniques, enhancing their analytical acumen. The Google Tag Manager module equips participants with the proficiency to efficiently manage tags and streamline data collection processes.

Concluding with Website and Landing Page Conversion Optimisation, this module imparts the strategic methodologies and techniques essential for optimising conversion rates, thereby enabling data-driven decision-making to enhance marketing efficacy.

Certified Digital Marketing Analyst

The Certified Digital Marketing Analyst (CDMA) programme is designed to provide you with the skills and knowledge to excel in digital marketing analytics. You will learn how to use data to drive marketing decisions, optimise campaigns, and improve conversion rates.

The CDMA programme is systematically structured to cultivate your expertise through a logical progression.

Beginning with fundamental analytics concepts, you will gain a thorough understanding of essential techniques and tools. Subsequent advanced modules build upon this foundation, equipping you with the requisite skills to address complex analytics challenges.

This structured approach ensures the development of a comprehensive and sophisticated skill set, thereby rendering you a proficient and versatile digital marketing analyst.

Advanced Digital Marketing Analytics

Explore advanced analytics techniques, including data segmentation, user behaviour analysis, and custom reporting.

Website & Landing Page Conversion Optimisation

Learn strategies & techniques to optimse websites & landing pages for higher conversion rates.

Google Tag Manager

Master the use of Google Tag Manager for efficient tag management & data collection.

Digital Marketing Analytics (Google Analytics 4)

Learn the fundamentals of digital marketing analytics, focusing on Google Analytics 4 for tracking and analysing website performance.

MODULE 4

MODULE 3

MODULE 2

MODULE 1

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CERTIFICATION TRACK

Candidates who have demonstrated competency in the programme will attain WSQ Statement of Attainments (SOAs) awarded by SkillsFuture Singapore and the Certified Digital Marketing Analyst (CDMA) certificate issued by Equinet Academy.

WHY LEARN FROM US?

When you learn with us, you will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:t

- ⊙ Industry-recognised WSQ Statement of Attainments
- ⊙ Real world hands-on projects
- ⊙ Comprehensive, up-to-date curriculum and courseware
- ⊙ Post-course coaching and mentorship
- ⊙ Career support services and job opportunities
- ⊙ Be part of an insider community with over 1000+ members

POST-TRAINING MENTORING

Complete Course

Complimentary Resit of All Modules

Coaching & Mentoring

Job & Career Outcomes

Upon completing all 2 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years.

You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts.

This will translate into better on-the-job performance and career opportunities.

WHY WE ARE DIFFERENT

Equinet Academy

Equinet Academy

✓ Instructors are subject matter experts

✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)

✓ Courseware is up-to-date

✓ Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)

✓ Training is hands-on with real world project-based assignments

✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore

✓ Complimentary resit of all modules within 3 years

✓ Post-training support

✓ Career support and job matching

Other Institutes

✗ Instructors may not have sufficient subject matter expertise

✗ Instructors' teaching experience may be inadequate

✗ Courseware may be outdated

✗ Curriculum and lesson plan may be unstructured and lack engagement

✗ Training may be loaded with lectures without opportunity to practice concepts taught

✗ Certificate may not be recognised

✗ Retaking of modules may be chargeable

✗ Little to no support after the course

✗ No career services offered

INSTRUCTOR

Dhawal Shah

Dhawal is the co-founder and Regional Managing Director at 2Stallions Digital Marketing Agency, an award-winning 360° full-service digital marketing agency since 2012 with presence in Singapore, Malaysia, Indonesia and India. He has trained 2K+ students around the region on various topics including digital marketing and digital transformation. He is also an angel investor and a startup mentor.

Shaun Lee

Shaun is a highly skilled and engaging trainer with over 11+ years of experience in digital marketing and business development. He is an expert in various digital marketing strategies, including performance marketing, web analytics, social media marketing, SEO, and paid search. He brings real-world experience from working for top brands like Bytedance, Amazon, LinkedIn, and Vision Critical, enabling him to provide practical insights and actionable strategies.

PROGRAMME FEES

Module 1: Digital Marketing Analytics (Google Analytics)
Course Fee: S$975.00 (exclusive of 9% GST)
Course Fee After Eligible SSG Subsidies: From S$380.25 (inclusive of 9% GST)

Module 2: Google Tag Manager
Course Fee: S$990.00 (exclusive of 9% GST)
Course Fee After Eligible SSG Subsidies: From S$386.10 (inclusive of 9% GST)

Module 3: Website and Landing Page Conversion Optimisation
Course Fee: S$990.00 (exclusive of 9% GST)
Course Fee After Eligible SSG Subsidies: From S$386.10 (inclusive of 9% GST)

Module 4: Advanced Digital Marketing Analytics (Google Analytics)
Course Fee: S$975.00 (exclusive of 9% GST)
Course Fee After Eligible SSG Subsidies: From S$380.25 (inclusive of 9% GST)

Certified Digital Marketing Analyst
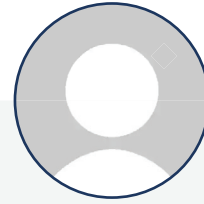Course Fee: From $1,532.70 (inclusive of 9% GST)

HEAR FROM OUR GRADUATES

The Google Tag Manager course was informative and I was able to take away useful skills to solve my challenges on event tracking.

Ore Yi Hui
Data Strategy Pte Ltd

Signed up for this advanced session after attending Basic GA course conducted by Dhawal. Learnt a lot from his sharing and knowledge on GA, and it was an extensive 2-days training. Even though im not proficient in GA, i'll take the knowledge learnt and apply it by within next 1-2 weeks. Thanks Dhawal once again!

Teo Jia En
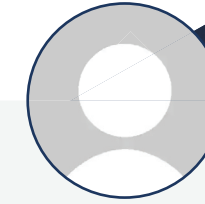
The CRO course from Equinet is a great course that goes hand-in-hand with other courses such as Ad Words and SEO Optimisation. I'm an entrepreneur that manages several websites for service based products. The CRO information is essential for me and for my businesses.

Lindley

A course that exceeded my expectations overall. Detailed and patient guidance by the trainer – who not only taught us how to use GA, but also shared plenty of current industry insights and relevant real-life examples. Would highly recommend for anyone looking to learn more about data analytics in marketing.

Aye Mon, Workforce Singapore (WSG)

FREQUENTLY ASKED QUESTIONS (FAQS)

Can I take the modules individually and in a different sequence?
Yes. However, this is not recommended unless you are able to meet the prerequisites for the course modules.

I have completed one individual module 2 years ago. If I complete the remaining modules, will I still attain the full certification?
Yes, you will be able to attain the full certification without time limit. However, it would be recommended to attend a complimentary refresher course before proceeding with the remaining modules.

What are the pre-requisites to enrol into this course?
You are required to have basic computer navigational skills such as opening and closing, dragging and dropping, copying and pasting of files. Some knowledge of sales and marketing concepts will be useful, although not a requirement.

Do I have to prepare anything before attending the course?
For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.
For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

If I have any questions after the course, can I consult the trainer?
Yes, you may contact your trainer after the course. There are other post-training support channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

Harness the Power of Analytics to Drive Marketing Success

Apply Now

Equinet Academy

Transforming Marketers
For The **Digital Economy**

Equinet Academy

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