

# **CERTIFIED DIGITAL MARKETING PROFESSIONAL**

## **RECERTIFICATION STUDY GUIDE**

## Introduction

This exam comprises targeted content that assesses your knowledge of evergreen digital marketing concepts, as well as topical and important industry trends. The purpose of this guide is to draw your attention to the specific modules and lessons that you need to focus on to prepare effectively and ensure success in your recertification exam.

### Module 1: Digital Marketing in The Era of AI

Go through *all of the module's content*, use the quiz questions to practice, and prepare for exam questions that test your knowledge of everything covered in this module.

### Module 2: Content Marketing

Focus on *the lessons listed below*. Work through their content, use the quiz questions to practice, and prepare for exam questions that test your knowledge of what is covered in these lessons.

- Developing a Content Marketing Plan
- Managing, Distributing, and Promoting Content
- Enhancing Content Marketing Using Metrics and AI

### Module 3: Social Media Marketing

Focus on *the lessons listed below*. Work through their content, use the quiz questions to practice, and prepare for exam questions that test your knowledge of what is covered in these lessons.

- Key Social Platforms for Digital Marketing
- Growing a Social Media Audience
- AI and Social Media

## Module 4: SEO (Search Engine Optimization)

Focus on *the lessons listed below*. Work through their content, use the quiz questions to practice, and prepare for exam questions that test your knowledge of what is covered in these lessons.

- SEO Fundamentals
- Implementing SEO Keyword Research
- Optimizing Organic Search Ranking
- SEO Tools and the Impact of AI

## Module 5: Paid Search (PPC) and Display with Google Ads

Go through *all of the module's content*, and use the quiz questions to practice, and prepare for exam questions that test your knowledge of everything covered in this module.

## Module 6: Email Marketing and Automation

Focus on *the lessons listed below*. Work through their content, use the quiz questions to practice, and prepare for exam questions that test your knowledge of what is covered in these lessons.

- Marketing Automation Overview
- Email Design
- Creating an Effective Email Campaign
- Testing and Optimizing an Email Campaign

## Module 7: Professional Soft Skills for Digital Marketers

The content of this module is *not included in your recertification exam*. However, because it explores key professional soft skills that digital marketers should master to succeed today, you are encouraged to study the content to enhance your skills and career readiness.

## Module 8: Website Optimization, eCommerce, and Social Commerce

Focus on *the lessons listed below*. Work through their content, use the quiz questions to practice, and prepare for exam questions that test your knowledge of what is covered in these lessons.

- Website Structure and the Buyer's Journey
- User-Centered Design
- eCommerce Websites
- Social Commerce Channels and Tactics

## Module 9: Analytics with Google Analytics 4 (GA4)

Focus on *the lessons listed below*. Work through their content, use the quiz questions to practice, and prepare for exam questions that test your knowledge of what is covered in these lessons.

- Digital Marketing Analytics Fundamentals
- Setting Events with Google Analytics 4 (GA4)
- Using AI with Data for Decision-Making

## Module 10: Digital Marketing Strategy

Focus on *the lessons listed below*. Work through their content, use the quiz questions to practice, and prepare for exam questions that test your knowledge of what is covered in these lessons.

- Digital Strategy Fundamentals
- Setting Strategy Objectives and KPIs
- Executing a Digital Marketing Strategy

