

# Industry Advisory Council Minutes

October 2017





The second Industry Advisory Council (IAC) meeting for 2017 took place on October 12th at the Westin Hotel, Dublin.

The aim of the meeting was to provide feedback on two of the Digital Marketing Institute's specialist-level certifications along with a review of our new 'digital awareness' product in development which aims to provide a foundation level course and certification offering for corporates and universities.

There was also an opportunity to participate in a discussion on content marketing following an excellent presentation by guest speaker Stephen Walsh from BuzzSumo.

**Our members represent the world's top digital, marketing and sales brands**





# Council summary:

(Summary of Council Meeting)

## 1. Welcome

A brief introduction by Ken Fitzpatrick, CEO of the Digital Marketing Institute thanked members for their time and invaluable feedback on the learning content and syllabus of the two specialist-level certifications along with feedback on our new 'digital awareness' program.

He also outlined details of the €26m investment by Spectrum Equity and introduced our new Executive Chairman, Ted Weissberg, former CEO of ACAMS. The Council was briefed on plans for the investment including:

- Fuel further development of the Digital Marketing Institute's professional education and certification programs
- Accelerate the company's international expansion and cement its position as the default global standard for digital marketing education and certification
- Facilitate further scaling of the business with license education partners and corporate clients globally

## 2. Certification Program Review

Members were presented with a summary of their feedback on the current versions of two specialist-level certifications and their suggestions for development and updates:

- Certified Digital Marketing Specialist - Social Media version 2.0
- Certified Digital Marketing Specialist - Search version 2.0

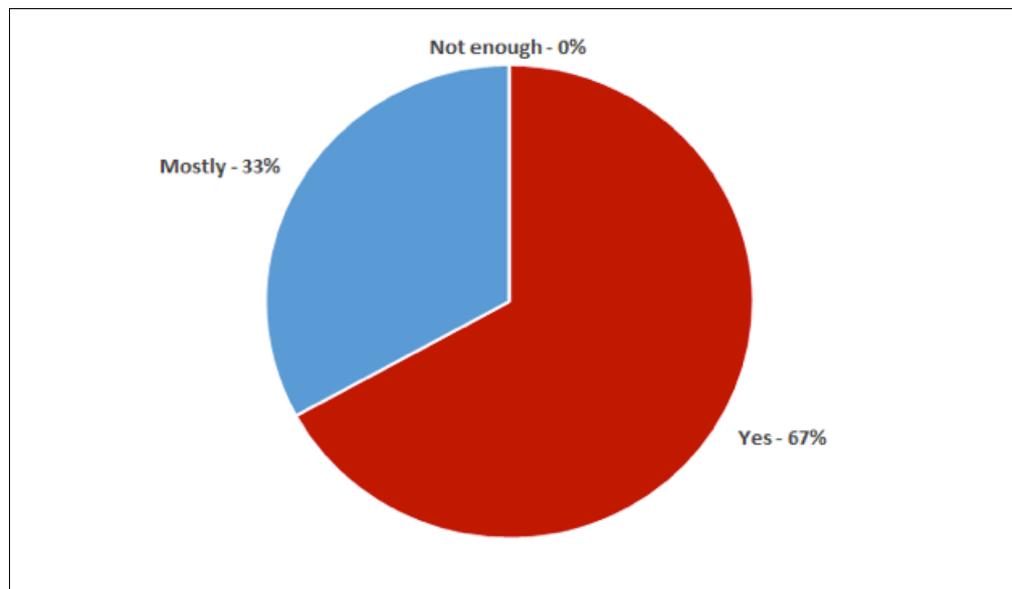
The Council feedback will help ensure our learning content is up-to-date, cutting-edge, technically accurate and relevant. There were 36 responses (18 responses for search and 18 for social media) covering 85% of the modules.



The key points included:

### **Certified Digital Marketing Specialist - Search**

*Q. Do the objectives fully cover the existing specialist knowledge, skills, and abilities you require on your team?*



#### **Comments if answered 'Mostly':**

- Automation & Dynamic Search Ads - creative excellence are key
- Marketers should be able to edit a video & know about different video formats, resolutions, and aspect ratios for different advertising platforms
- Useful to cover implementation of UTM codes in Analytics, tracking traffic from non-Google sources/advertising sources
- Cover audience stats in video re-watching TV vs. online video & how to set budgets against digital video to capture light TV viewer



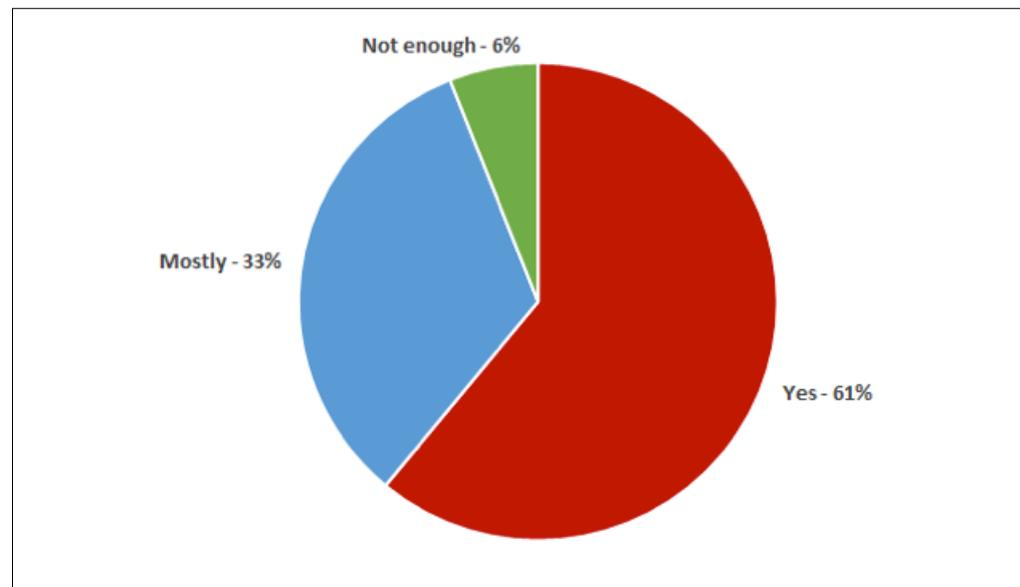
*Q. Are there any emerging skills, technologies, or 'know-how' your colleagues use that are not covered in the program?*

**General Comments if answered 'Yes' or 'Mostly':**

- Automation is huge and voice search is gaining traction
- Facebook Messenger - the next big tool for lead generation and display advertising
- More on video using FB and Twitter – add 3rd party metrics for verifying data
- Big Data and need for strong data analytics - systems and staff
- GDPR and how to gather, collate and use customer information and permissions for segmentation, campaign creation, tracking, etc.

**Certified Digital Marketing Specialist – Social Media**

*Q. Do the objectives fully cover the existing specialist knowledge, skills, and abilities you require on your team?*



**Comments if answered 'Mostly' or 'Not enough':**

- Automation - consider adding data management and customer journey mapping
- LinkedIn module is more focused on using it as a brand and less as a sales representative or other opinion leader
- More about LinkedIn Groups and what you are entitled to do
- Include analysis of what type of content performs best on Facebook



*Q. Are there any emerging skills, technologies, or 'know-how' your colleagues use that are not covered in the program?*

**General Comments if answered 'Yes' or 'Mostly':**

- Social Selling - how do group brands with various product brands use LinkedIn and raise their value 'score'?
- Cover how content needs differ by cohort/platform, how to seed the community, prompting conversations & UGC - how to "go viral"
- Optimize video to engage in first 5 sec and for search on YouTube
- More depth on Social Research tools - BuzzSumo, SEMrush & Answer the Public
- Content performance tools for Facebook and using FB Live, Instagram Stories, live video to connect with Gen X & Millennials

### **3. Review of New Product 'Digital Awareness'**

The Digital Marketing Institute has assessed a need within the market for a foundational level certification program, focused on understanding the concepts and usage of digital tools and technology in business. The audience for this will primarily be the corporate market and encompasses staff across a broader range of functional areas including customer service and operations etc.

As part of the meeting, Council members were asked to share their opinions on the need and demand for a foundational level program of this type, for a broader audience in an organization.

*"A lot of what I do is broaden the footprint of digital in the business. If it's demystified from a digital perspective staff and departments come to us with a more comprehensive brief where we can provide solutions. A course like this that isn't too specialized as anyone can do it is great."* – **Gavin Ross, Digital Transformation Manager, Three Mobile**

*"The lines are getting blurred between personal and work when it comes to digital channels and an organization needs to know how to navigate that. Finance companies are struggling and this program is a fabulous HR tool for company protection so people know how to use digital."* – **Linda Davis, CEO, Next Generation Recruitment**

*"The need for this awareness program is really obvious. So many people don't understand the fundamentals. A lot of people may not need to know how to build a website but they do want to know how it works. We take it for granted in our industry."* - **Jamie White, Founder & Director, Leading Social**



#### **4. Guest Speaker - Stephen Walsh, Co-Founder, BuzzSumo – “We Analysed 100 Million Facebook Headlines and Videos. Here’s What We Found.”**

“The effort that goes into writing different types of posts needs to be considered. A how-to guide of 500-words takes a lot less effort than a 5,000-word guide, but organizations need to be doing both.”

From his experience and insights gained at BuzzSumo, Stephen Walsh outlined the success of content on Facebook, both in terms of headlines and formats. The presentation explored the content that resonates on the platform and demonstrated the uniqueness of the network by comparing it to content that has proven successful on LinkedIn.

Top headlines were explored (phrases and length) along with the types of content that made an impact on Facebook and LinkedIn. He also explored types of content that are effective from emotional ‘tugging on the heart-strings’ to tribalism and looked at how tapping into tribes can drive engagement, particularly on Facebook. By analyzing headlines, Stephen explored the anatomy of the perfect headline and the 6 elements that can make content go viral.

In addition, he showed how video was the top performing content on Facebook with an average video post (in April 2017) reaching 12% of the total page audience with the highest levels of engagement (likes, shares and comments) compared to links at 7.8% and status updates at 4.5%.



## 5. Roundtable Discussion: 'Content marketing'

The roundtable involved all members of the Council attending on the day and focused on the growing importance of content in customer engagement and brand awareness and its impact on business.

*"For us, content is not a product sell, it's an educational piece. It's about why you should trust our brand. The education piece needs to come first. A lot of brands are moving away from 'buy this product' and now more about how we can solve your problem."* – **Karen Dessain-Gelinet, Marketing Solutions Manager, LinkedIn**

*The most successful companies we are seeing are those who are using ads as online videos/ influencers and are more content based. 80% of their marketing is video. People's expectations are much higher than in the past."* – **Evin Gaffney, Manager, Client Solutions, UK and Europe, Facebook**

*"What a brand stands for and what they want to say is core."* – **Aileen McDaid, Digital Director, Spark Foundry**

