BEM Microcredential

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|  | Name of the  microcredential | **Digital Marketing Research** |
| **BEM**  **content (for all partners)** | Purpose of the microcredential | Participates in the collection of data for the implementation of digital marketing activities, i.e. digital marketing research |
| Target groups (who it is intended for) | Marketing Professionals: Individuals already working in marketing roles who want to improve their research skills and stay current with digital marketing trends. |
|  |  | Business Owners and Entrepreneurs: Small business owners and startup founders who want to improve their marketing strategies and better understand their market. |
|  |  | Students: Individuals with degrees in marketing, business or related fields who wish to enhance their employability with specialized skills in digital marketing research. |
|  |  | Career Change: Professionals from other fields who want to transition into digital marketing roles. |
|  |  | Freelancers and Consultants: Independent marketers and consultants who want to offer more comprehensive services to their clients by including advanced research capabilities. |
|  |  | Marketing Analysts and Data Scientists: Those who want to deepen their understanding of the application of digital marketing data in decision making. |
|  |  | Corporate teams: Teams in larger organizations looking to streamline their marketing departments and improve their data- driven marketing strategies. |
|  |  | Each of these groups will benefit from learning how to effectively collect, analyze and interpret digital marketing data to inform their strategies and decisions. |
|  | Sector | **Economics, law and trade** |

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|  | Area(s) of Application/Operating Environment | People with digital marketing research microcredentials can use their skills and knowledge in a variety of impactful ways in the industry. Here are some of the key uses:  Enhanced decision making: By interpreting data and market trends, they can make informed decisions that improve marketing strategies and results.  Target Marketing: They can better identify and understand target audiences, enabling more personalized and effective marketing campaigns.  Performance Optimization: Through analysis of key metrics, they can pinpoint areas of improvement and optimize campaigns for better performance and higher ROI.  Competitor Analysis: They can perform competitive analysis to understand what competitors are doing, identifying opportunities and threats in the market.  Customer Insights: Collecting and analyzing customer data helps in understanding customer behavior, preferences and satisfaction, leading to better customer engagement and retention.  Content Strategy Development: They can develop content strategies that will resonate with target audiences based on thorough research and data analysis.  SEO and SEM Improvement: They can use data to improve their search engine optimization (SEO) and search engine marketing (SEM) strategies, improving visibility and traffic.  Effective Social Media Management: Analyzing social media metrics to refine strategies, increase engagement and reach across platforms.  Email Marketing Optimization: They can design and test email marketing campaigns to maximize open rates, click-through rates and conversions.  Consulting and Advising: They can provide expert advice and actionable recommendations to businesses looking to improve their digital marketing efforts.  Market Research Projects: Conduct thorough market research projects to provide comprehensive insights that drive business growth and innovation.  Data-driven culture: Promoting a data-driven culture in organizations, encouraging the use of research and analytics in day-to-day decision-making processes. |

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|  |  | Overall, a digital marketing research microcredential equips  individuals with the ability to use data and research to drive more effective, efficient, and strategic marketing efforts. | | |
| Typical Job Positions/Job Tasks | * Collection of primary and secondary data using digital tools * Data processing using digital tools * Analyzing data, determining market trends, customer preferences and the competitive landscape * Making marketing decisions based on conducted marketing research. | | |
| Learning outcomes (professional and key competencies) | Knowledge   * Identifies goals, vision and mission of the organization; * Identifies the organizational culture; * Recognizes values of brands with which it communicates; * Defines marketing objectives; * Describes the content of a marketing plan; * Describes the market research procedure; * Distinguishes consumer psychology research techniques; * Describes the procedure for implementing an annual marketing plan; * Explains the methodology for creating a daily, weekly, monthly and annual digital marketing | Skills   * Prepares and proposes a list of potential clients; * Participates in digital marketing research; * Communicates with clients electronically and in writing or by phone; * Uses a methodology for creating an annual plan for digital marketing; * Prepares a base of clients and collaborators. | Key competencies   * Uses modern professional terminology. * Possesses basic knowledge in the field of statistics and the ability to visually present numerical data and trends. * Interprets facts and attitudes orally and in writing. * Maintains open communication with clients and colleagues in an appropriate and creative manner. * Uses software analytics packages in order to obtain relevant data relevant to digital marketing. * Builds a sense of trust among customers, loyalty among superiors and has a proactive   and self- initiative |

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|  |  | report using digital tools;  - Differentiates customers according to their characteristics and needs. |  | attitude to work. |
| Checking | Criteria | | Proceedings |
| * Differentiates the mission and vision of the organization * Determines marketing objectives * Segments target group/audience * Participates in the development of an annual plan for digital marketing * Applies digital marketing research procedures and techniques * Applies digital tools * Conducts marketing activities * Collect the data * Applies techniques to analyze data * Builds a base of clients and collaborators * Communicates with clients in an appropriate manner * Interprets legislation. | | |
| Recognized/Accepted by  (Confirmed by Memorandum of Understanding) | Company names:  LLC "2by4 Grup" Skopje | | |
| Organizers of training and development | Companies  Secondary VET schools VET providers | | |
| **Additional information (if applicable)** | Conditions for  following the training | Individuals with completed secondary education, level IV. 74 hours | | |
| Recommended  training duration |
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| **Detailed content (national, if applicable)** | Position in existing educational programs | The abovementioned MS is not represented in the existing educational programs as such, but the qualification Technician for e-commerce and digital marketing from the Economy, Law and Trade Sector is based on the standard of occupation Digital marketer.  3 ECVET | | |
| Reference to the national qualification  framework |
| Number of credits |