

DIGITAL MARKETING – BASICS

What should you know?

Internet advertising

market structure – knowledge of market segments regarding Internet marketing, their size, trends upward/downward

facts and figures (market share of online advertising in relation to media expenditures, size of individual segments, trends and tendencies)

factors influencing the development of the Internet advertising industry

Internet users in Poland and worldwide (facts, figures, trends and tendencies)

market penetration and the amount of internet users in Poland and worldwide

Trends and tendencies related to the use of digital media (for example: mobility, multi-screening, smartphones)

Communication channels in the Internet – typology and concepts of classification

the concept of dividing communication channels into: earned, owned & paid media

ability to classify the channels in terms of this concept

Types and classification of entities related to the Internet advertising market

market structure (major players on the global and local market – agencies, media houses, Internet publishers, tool suppliers, related organizations)

Basic purchasing models and emission of online advertising

knowledge and skills in interpreting emission models: RON, ROS, ROC

knowledge and competences in interpreting purchasing models: FF, CPM, CPC, CPL, CPD, CPS, eCPM

Basic Concepts

Examples of concepts: domain, URL, User Generated Content, Web 2.0

Basic tools and indicators

essence and practical application of indicators: CTR and CR

essence and practical application of indicators: visits and views

knowledge of basic capabilities, possibilities, applications and differences between tools such as: Brand24, Facebook Insights, Google AdWords, Google Analytics, Google Keyword Tool, Google Trends, Google URL Builder, NetTrack, PBI MegaPanel, PBI PI@net, SoTrender, TGI

Cooperation with and agency – basic concepts

knowledge of basic processes related to Internet advertising such as: planning media, website creation domain purchase

knowledge and ability to interpret elements of an agency and media brief

knowledge of basic concepts and issues related to creating in the Internet (for example: pixels, RGB, file weight)

knowledge of basic concepts and technical (for example: CSS, HTML, IP)

knowledge of basic file types and file extensions used in the Internet (ex. SWF)

Marketing offline vs online

knowledge and understanding of the concepts multichannel i omni-channel

knowledge of basic relationships and causalities associated with online and offline consumption

STRATEGY AND PLANNING

What should you know?

Strategic concepts and models

knowledge and ability to interpret and apply basic concepts and models such as: AIDA, inbound
i outbound marketing

Analysis – methods, tools and sources of information

knowledge of tools and information sources (such as PBI Megapanel) and the ability to analyze data (for example: Affinity Index)

Defining objectives

essence and differences between sales and image campaigns

ability to translate business and marketing objectives on to a selection of tools and activities on the Internet (for example: selecting tools and that to the greatest extent will achieve the objective of brand awareness)

Defining target groups

ability to describe target groups based on demographic, psychological and behavioral criteria

Defining a plan of action/tactics

ability to select the right combination of activities based on the intended purpose and target group

knowledge and practical application of concepts and trends such as: banner blindness, capping, RWD

Budgeting methods and billing a campaign

basic knowledge of models regarding billing and budgeting of Internet campaigns (example: licensing cost,agency provision, success fee)

Measuring effectiveness

ability of choosing objective appropriate KPI's.

Reporting results

ability to critically interpret campaign results in relation to the set out objective

DISPLAY ADVERTISING

What should you know?

Basic Concepts

Knowledge of basic concepts such as: format, placement, publisher

Display ad formats

Knowledge of basic characteristics and ability to identify various display ad formats such as: expand, scroll & layer

Mechanics of how it works

Chain: advertiser – agency – publisher and the role of an ad server

Effectiveness of display ads

Knowledge of benefits and the ability to align display advertisements to other forms of Internet advertising

Parameters of display campaigns

Knowledge of basic: capping, dayparting, dwell time

Planing display campaigns

Role of a media planner and basic knowledge in the area of interpreting media planning

Design in display campaigns

Knowledge of basic concepts in the field of creating online ads(for example: Flash vs HTML5, burnout effect, weight of design)

Measuring efficiency and KPI

Interpreting numerical data the ability to conduct simple calculations for example: „Cost of the campaign equals to X, amount of generated clicks equals to Y, calculate CPS”

SEARCH ENGINE MARKETING

What should you know?

Concepts and models related to SEO & PPC

Knowledge of basic concepts related to SEM such as longtail

Ability to place the notion of SEO among other disciplines of internet marketing (including the structure of the market)

SEM / SEO / PPC – basic concepts

Ability to define SEM, SEO, PPC

Search engine results and positioning

Knowledge of the biggest search engines in Poland and worldwide

Mechanics behind the search engine

Knowledge of Google search engine – indexing, possibilities, filtering results

Search behaviour – user behavior on the search engine

Basic knowledge in the field of user search engine behavior

Effectiveness of SEM

Ability to relate SEM to other disciplines of Internet marketing

Basic concepts

Knowledge of basic concepts such as: link-building, meta-tags, friendly links

Basic knowledge of the HTML code structure and its relations to SEO (title page, attachment H1...H3, meta-tags, alt-text)

Mechanics SEO

Knowledge of basic factors influencing organic positioning

Optimization On-page & Off-page

Knowledge of basic factors influencing organic positioning and relating them to SEO On-page i Off-page

Inbound marketing/link building

Comprehending the essence of link building and ability to identify activities related to this area

Analytics Defining

Ability to analyze SEO reports and interpret basic indicators

Key words

Choice of key words and matching them
(including negative key words)
Google Keyword Tool

Bidding in PPC advertising

Essence and mechanics of Google AdWords

Copy in PPC advertising

Knowledge of technical and practical rules related to writing
texts in AdWords campaigns

Measuring effectiveness and KPI's

Knowledge of mechanics behind optimizing AdWords ads
and ability to interpret numerical data from the panel

VIDEO ADVERTISING

What should you know?

Basic concepts

Knowledge of basic concepts and classifications such as: linear/nonlinear ads, overlay, rich-media

Video ad types and formats

Basic video ad formats: in-banner, in-stream, in-text

Websites with video content

Knowledge of biggest Internet websites with video content (including VOD)

Emission and purchase models

Knowledge of emission and purchase models for VOD advertising – in particular CPV model

Effectiveness of video advertising

Ability to reference VIDEO to other forms of Internet marketing

Content creators - vlogging, youtubers

Essence, role and characteristics of most important content creators on the Polish Internet (vloggers and youtubers)

essence MCN's on YouTube

cooperating with content creators – potential benefits, best practices, effectiveness

VOD i branded content

Product placement in video; video in VOD

Hybrid television

Essence of hybrid television in relations to video ads

SOCIAL MEDIA I CONTENT MARKETING

What should you know?

Basic concepts related to web 2.0

Knowledge of basic concepts such as: hashtag, social graph, organic reach

Social Media Platforms

Knowledge and characteristics of biggest social media platforms in Poland and around the world (including mobile applications)

Social listening and monitoring

Knowledge and characteristic (similarities and differences) of biggest and most important tools for social listening (ex. Brand24, Newspoint)

Benefits and application of social media listening

Planing & publishing content

Types of interactions on social media
Types of content on social media publishing abilities
On various platforms
Edge rank – essence and mechanics
Competitions and applications on facebook
Video content
Non-standard forms of content

Advertisments in social networks

Possibilities, formats and billing models of advertisments in social networks

Effectivness of social media marketing

Ability to relate social media marketing to other disciplines of Internet marketing

KPI & analytics

Basic measures and their interpretation

Knowledge of analytical tools (functionalities, differences and similarities) such as: CheeseCat, Facebook Insights, SoTrender

Methods, forms and tools for content creation

Knowledge of basic forms for example: expert articles, infographics, longform

Ability to select forms of content marketing depending on objective

Methods for content distribution

Methods and best practices regarding distribution of content in the web

Native advertisement

Essence of native advertisement and ability to relate it to traditional internet ads

Effectiveness of content marketing

Ability to relate content marketing to other disciplines of Internet marketing

Measuring effectiveness

Ability to apply basic KPI measures to analyze effectiveness of content marketing

MOBILE MARKETING

What should you know?

Basic terms and concepts associated with mobile marketing

Knowledge of basic terms and concepts for example: multiscreening, RWD, smartphonization

Effectiveness of mobile marketing

Ability to relate mobile marketing to other disciplines of Internet marketing

Optimization of web page for mobile devices

Basic factors influencing the optimization of web pages for mobile devices

Mobile applications

Knowledge of differences and similarities between native and hybrid applications

Knowledge of operating systems for mobile devices and their roles/market share
essence and mechanics of AppStore

Related concepts such as: API, SDK

pojęcia powiązane - takie jak: API, SDK

Testing mobile applications

Basic knowledge on the development and testing procedure of mobile applications

Mobile advertising

Formats and types of mobile ads, targeting, geo-targeting and QR codes

Mobile website & Responsive Web Design

Knowledge of differences and similarities between mobile sites and RWD

Proximity marketing

Utilization of geolocation in mobile advertising

iBeacons & RFID

SMS marketing

SMS i MMS in mobile marketing

Internet of Things

Knowledge of the IoT concept and applicable

Knowledge of the IoT: wearables, iBeacons, NFC

Mobile analytics

Ability to apply basic KPI'S in order to analyze the effectiveness of mobile marketing

PROGRAMMATIC / RTB

What should you know?

Basic terms and concepts

Knowledge of basic terms and concepts such as: DSP, SSP, DMP, AdExchange, passback

Similarities, differences and dependencies between RTB & Programmatic

Essence of RTB & Programmatic

Mechanisms and operation of RTB and Programmatic purchases

Set of links between the advertiser and publisher DSP, SSP, DMP i AdExchange

Bidding

Auction mechanism – including the understanding of concepts such as: floor price, second bid auction, private auction, open auction, preferred deal
formats in RTB advertising
billing models in RTB advertising

Evaluating campaigns

Attribution models and the ability to critically analyze campaign results

Measuring the effectiveness

Ability to apply basic KPI's in order to analyze the effectiveness of RTB

Application of first, second and third party data in models

E-MAIL MARKETING

What should you know?

Basic terms and concepts

Knowledge of basic terms and concepts such as: permission marketing, opt-in, opt-out, double opt-in

Planning campaigns

Ability to formulate objectives and tactical activities regarding email marketing

Online & Offline data capturing

Forms of Internet data collection – registration forms and other methods

Consumer database – the essence, knowledge of basic concepts regarding hygiene and database management, legal issues. Integration of data sources from external systems and suppliers

Spam & Spam Filters

SPAM – the essence and practical application of knowledge about Spam Filters

Segmentation

RFM model and other forms of database segmentation

Transactional, declarative and behavioral transactions

Email design

Design of email marketing – best practices

newsletter vs e-mailing – differences and similarities

Data and privacy management

Personal data in relations to GIODO (Inspector General for the Protection of Personal Data) – basic concepts, types and ways of obtaining consent for processing personal data
privacy protection

Testing

Testing designs

Role of the sender, title and design in the effectiveness e-mail marketing

Tools for email marketing

Knowledge of the greatest email marketing tools

Benchmarks and effectiveness of e-mail marketing

Ability to apply basic KPI measures for the analyzing the campaigns effectiveness

Knowledge and interpretation of dedicated email marketing indicators such as: Open Rate (OR), CTOR

E-COMMERCE

What should you know?

Basic terms and concepts about e-commerce

Knowledge of basic terms and concepts such as m-commerce, price comparing, online store, ZMOT

E-commerce market in Poland

Size, structure and market tendencies of e-commerce in Poland

Most important tendencies forming e-commerce worldwide

Trends and tendencies

Knowledge of trends and tendencies in the field of consumer behavior, technology and customer experience in e-commerce for example-: ROPO, showrooming, click&collect, livechat

Ropo & showrooming

Influence of ROPO and showrooming on e-commerce

M-commerce

Role of mobile channels in the field of e-commerce

E-commerce and other areas of Internet marketing

Interaction between e-commerce and other disciplines of Internet marketing in particular: marketing automation, e-mail marketing, SEM

Legal aspects

Knowledge of basic legal acts influencing e-commerce

ANALITYKA INTERNETOWA I UX

What should you know?

Basic concepts and tools related to web analytics

Knowledge of basic concept and overall architecture of the Google Analytics – for example bounce rate; traffic, traffic, sources

Creating an account and its structure in Google Analytics

Basic knowledge of the Google Analytics mechanics (creating an account and its structure)

Attribution and tagging of site

Attribution models, tagging the site, Google URL Builder, traffic sources and the medium (ex. interpretation of direct Google organic)

Objectives & conversions

Knowledge of the concept „conversion” and the ability to formulate objectives in GA based on the marketing objective

Google URL Builder

Practical application of the Google URL Builder

Indicators and dimensions

Knowledge of basic indicators such as: sessions, views, average time spent on site (important! - you must know the indicators in English and Polish)

Basic terms and concepts of User Experience

Knowledge of basic terms and concepts such as: usability, availability, usability, responsiveness

Knowledge of basic research methods used in UX (in particular: A/B, testing, tree test, segregation of cards, in-depth interviews, click-tracking, eye-tracking)

Nielsen Heuristics

Knowledge of Nielsen's heuristics and ability to apply them in analysis

Methods and tools for analyzing UX measurements

Knowledge of basic tools and ability to draw critical conclusions

LAW IN THE INTERNET

What should you know ?

The law on unfair competition and advertising in the web

The law regarding suppression of unfair competition, comparative advertisements, moderation of Internet, forums and other prohibited actions

Press law & internet marketing

Press law regarding responsibilities of the publisher and advertiser on websites

Criminal law & Internet marketing

Criminal law regarding online advertising

Agreements, submission of orders and legal responsibilities in Internet marketing

Basic legal issues regarding the effectiveness of concluding client-agency or client-publisher agreements and the liability connected to it

Advertisement of difficult ad groups (alcohol, cigrattes, medicine, hazard)

Legislation regarding education about sobriety in an alcohol ad, legislation regarding food safety and nutrition in advertisements for infant formulas, legislation on gambling and the advertising of gambling, legislation regarding the protection of health against the consequences of tobacco usage and tobacco products the ads, pharmaceutical law and advertising of medicines int the Internet

Advertising and marketing directed at children

Legal aspects related to advertisements directed at children

Aspects regarding copyrights on the Internet

SAMPLE TEST QUESTIONS							
	Questions	A	B	C	D	E	F
1	Which of the research below will be the most helpful in identifying websites visited by the target group of your brand?	PBI/Gemius Megapanel	TGI	CATI research on a group of 100 respondents from the target group	NetTrack		
2	The internet address begins with: "https://" it signifies that	the website displays in mobile format	the connection is encrypted	The website maybe dangerous for the computer			
3	<u>Affinity Index</u> is	Matching users from the target group on a selected web page in relations to matching the target group with users from the entire Internet population	The share of the target group users in relations to the total number of website users	The relations of the number website users to all internet users			
4	You agreed with the agency that they will receive a success fee if the generate a minimum of 1000 leads. If the campaign budget is equal to 100 000 PLN and the CPC I CPL indicators amounted to respectively: 12 PLN and 90 PLN then:	The agency should receive their success fee	The agency shouldn't receive the success fee	It's difficult to state whether the agency should receive their success fee			

5	Select all areas you should take care of when thinking of optimizing web pages for SEO in the scope of <u>Offsite SEO</u>	Structure of the code and correct use of tags	Compatibility with W3C standards	Unique content	Extrenal links pointing traffic towards the website	Links within the website	domain
6	How does Google choose to display and determine the order of AdWord ads?	Based on an established media plan	Based on an auction	Based on individual agreement made with the Google consultant			
7	Select all the correct development of sentences: "Video In-banner advertisments..."	Contains video content	Is not compatible with the IAB standards	May be clickable	Is not clickable		
8	You are preparing a report about the brand X's presence in discussion on social media. For this purpose you will make use of one tool for social media listening ex.brand 24. What information will you be able to present in the report? Select all correct answers	Amount of brand mentions in the web	List of domains which most frequently discussed the given brand	Detemining the sentymnt of the discussuion	Demographic profile of praticipants discussing the particular brand		
9	What tips would you give your teammate that you asked to prepare an expert article for use in content marketing actions? Select all correct answers	The article should be unique	One should remember about strong branding the name of the brand should appear at least twice in every paragraph	It's important to remember that the maximum amount of words can't exceed 200	It's important to remember that every article should be prepared in the following formats: Word, PDF and pages		
10	The most poular mobile ad format directed at smarphones:	Mobile Banner	Large Mobile Banner	Medium Rectangle	Mobile Interstitial		

11	Which of the phone functions does not use the rich-media format in mobile advertising?	Bluetooth	GPS	Touchscreen	Accelerometer		
12	Rules of Permission Marketing have a significant relationship of email marketing. Which of the following events fits into the concept of permission marketing? (select all correct answers)	The internet user has voluntarily signed up to our mailing list	Registration for the mailing list was conducted using the double opt-in model	The marketer sent an email to an address found on the Internet requesting permission for sending commercial information			
13	One of the indicators used in e-mail marketing is CTOR. What does this indicator tell us?	The relations of our click-through rate compared to the number of recipients	Click-through rate in relation to the number of page openings	The amount of clicks in relation to previous campaign			
14	You are planning to conduct a display campaign on the websites of three publishers. The campaigns objective is to generate traffic on the site. When using Google Analytics, will you be able to identify which website generated the greatest amount of traffic?	No, there is no such option. This type of data is only available to publishers	Yes, provided that different parameters are used in the URL (created by the URL creator). Every publisher should receive a unique URL generated just for him	Yes, without having to take any additional actions I will be able to obtain this information from the „Traffic Sources” report	Yes, provided that the Google Analytics premium package has been purchased		
15	A website directed at children:	It's prohibited to place advertisements	It's possible to place ads however under the existing legislation restrictions on advertisements aimed at children should be taken into consideration	Ads can be placed without restrictions			

Correct answers:

1a); 2b); 3a); 4a); 5d); 6b); 7a)c); 8a)b)c); 9a); 10a); 11a); 12a)b); 13b); 14b); 15b);