



MODERN DIGITAL MARKETING CERTIFICATE

Master digital marketing. Learn from industry leaders and explore practical case studies.

ENROL NOW

Instructor:
Simone Blakers
Founder of Liquid CX,

Simone combines emerging technology, data and social media to design experiences that customers share.

The course breakdown is correct at the time of production but may be subject to change. Click here to view the current Digital Marketing Certificate course calendar for a confirmed course breakdown and updates on weekly guest speakers.



COURSE CALENDAR: SEPTEMBER

For the Modern Digital Marketing Certificate starting on 2 September 2026, live-sessions occur weekly on a Wednesday from 5:00 to 6:30 pm NSW time (AEDT/AEST). Live tutorials are NOT recorded.

Week 1 - 2 September 2026

Strategic Grounding

- 1.1. Why digital?
- 1.2. Building your strategy
- 1.3. Mapping your customer's journey
- 1.4. Connecting with your audience
- 1.5. Segmentation & targeting

CMO GUEST SPEAKER

Nick Ellery
Workyard



Week 2 - 9 September 2026

Content and Media Planning

- 2.1. Creating a content plan
- 2.2. Leveraging personalisation

Week 3 - 16 September 2026

Display, Video, Audio, DOOH

- 3.1. Display and programmatic
- 3.2. Connected TV, video streaming
- 3.3. Native ads and content
- 3.4. Audio, podcasts and music streaming
- 3.5. Digital out of home

Week 4 - 23 September 2026

Paid and Organic Search

- 4.1. Paid: SEM
- 4.2. Owned: SEO

GUEST SPEAKER



Andrew Seidel
Quantum

Week 5 - 30 September 2026

Social Media and Influencer Marketing

- 5.1. Paid: Social
- 5.2. Owned: Organic social
- 5.3. Paid/Earned: Influencer

CMO GUEST SPEAKER

Emily Elliot
Tourism Australia



Week 6 - 7 October 2026

Email, Landing Pages, Websites and Mobile

- 6.1. Owned: Email and SMS
- 6.2. Platforms: Landing pages, mobile, apps
- 6.3. Mobile Apps and Notifications

CMO GUEST SPEAKER

Jimmy Hilvert
Visa Consulting and Analytics



Week 7 - 14 October 2026

Data & Tech

- 7.1. Martech overview
- 7.2. Implementation: Data
- 7.3. Implementation: Automation

CMO GUEST SPEAKER

Richard Whitworth
Seven



Week 8 - 21 October 2026

Measurement

- 8.1. Digital metrics
- 8.2. Attribution

Week 9 - 28 October 2026

Optimisation

- 9.1. CRO: Conversion rate optimisation
- 9.2. Attribution

Week 10 - 4 November 2026

Working Practices

- 10.1. Agile working methodologies
- 10.2. Innovation

Week 11 - 11 November 2026

1:1 Assessment

For participants choosing to continue with the assessment, presentations will be scheduled in for a 1:1 timeslot of approximately 20 minutes with the instructor for you to present your digital marketing strategy, using the PowerPoint template provided in the course resources. Students who pass this assessment, will qualify for the ADMA Digital Marketing Certificate Digital Badge. Digital badges symbolise your achievements in a way that can be displayed, accessed, verified, and shared online.