



**ROCHESTON[®] CERTIFIED
CYBERTECH MARKETER**

RCCM[®] Certification Program Guide

What is a **Cybertech Marketer**?

Every business has its own reasons for investing in a robust marketing team. Regardless of this investment level, it is undeniable that marketing can make or break a business in the **21st century. Digital and cybertech marketing is a completely different** domain in comparison to traditional marketing, and its technologies bring with it new key challenges.

Cybertech marketers know how to manage content and analytics, automation, email and testing within the framework of a single interface and leverage large amounts of data within one location. CyberTech marketers are able to focus on strategic investments and assess success.



Benefits of RCCM

Cybertech Marketing is effective for all businesses that implement digital marketing strategies to target and cost-effectively reach out to their customers online. It provides businesses with the following benefits for their customers:

- Round-the-clock marketing
- Accurate analysis of business developments
- Cost-effectiveness
- Social media presence
- Engagement in long-lasting relationships
- Ease of personalization and remarketing



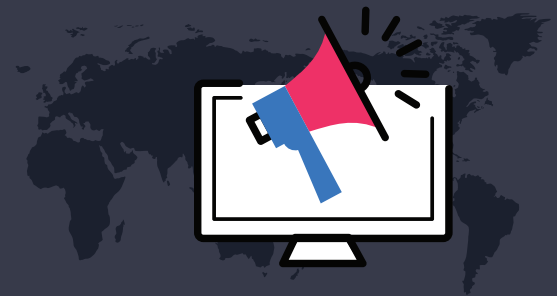
Demand for **Cybertech Marketing**

A recent report reveals a staggering demand for digital marketing skills. **There appears to be a significant gap between demand and supply for marketing positions.** Demand for digital marketing talent is currently 59% globally, with active supply only at 19%.

The report, 2018 Marketing Hiring Trends, says that about **69% of all companies planned to hire more marketers in 2018 but were unable to fill the roles.**

The most coveted expertise included digital advertising at 45%, content creation and curation at 42% and content strategy at 39%.

This upsurge reflects the growing need for cybertech marketing professionals. Between **2016 and 2018, digital marketing hires grew in numbers by 32%. 34%** of those roles were permanent positions.





Cybertech Marketing: **Recent Trends**

The recent **Digital 2019 Reports** reveal a staggering number of 3.5 billion people using social media and 5.1 billion around the world using mobile phones. It is estimated that on an average, more than 1 million new internet users are joining the bandwagon every day. With this phenomenal surge of digital wave, can Digital Marketing be held back from catapulting to new heights?

Some other trends include:

- 96% of smartphone search traffic and 94% total organic traffic flow on Google.
- Infographics are liked and shared on social media platforms thrice more than any other type of content.
- By 2020, global mobile ad spending should reach \$247.4 billion.
- 84% of the general population expect brands to create content.
- The yield for email marketing is approximately \$44.25 on the American dollar.
- Blogs with videos , i.e. vlogs can increase organic search results by up to 157%.
- A video is shared over 1,200% more than links and text combined.
- About 41% of all clicks go to the top three paid advertisements on the search results page.



↓
RESEARCH

- 65%

Content
[]

ANALYSIS

RANKING!



SEARCH ENGINE OPTIMIZATION

DIGITAL MARKETING

CHECK LIST

- Analysis
- Content
- Engine



SEARCH

- phone
- Laptop
- Computer.



Feed Back
- good
- Bad.

WWW.
WEBSITE OPTIMIZATION



What is RCCM?

The Rochester Certified Cybtech Marketer is a program tailored to the need of the hour as digital and cybertech marketing takes over the industries.

The course will give the student an introduction and overview of the evolution of digital marketing over the years, including how the cyberworld and cyber technology has influenced marketing practices and analytics, role of globally accepted strategies, SEO and SEM, client interaction, mobile phone marketing tactics, content creation and marketing, brand marketing and communication etc.

RCCM?

Video Viral 

E-mail 

Blog 

Roi 

Social media 

Seo 

Online promotion 

Website 

Who Should **Attend RCCM?**

Students should have passed their 10+2 exams, preferably in the science stream.

Candidates from other backgrounds, for instance, arts and commerce, are also eligible to apply.

The course is designed to enhance multifarious career prospects for professionals who are or are keen to become:

- Online Marketing Managers
- Social Media Managers
- Content Marketing Managers
- SEO Analysts
- Social Media Analysts
- Branding Strategists
- Communication Managers
- Internal and External Communication Executives
- Campaign Managers



- Media Operations Executives
- Digital Display Directors
- Sales and Marketing Managers
- Revenue Managers
- Branding and PR Executives
- Social Media Designers
- Corporate Communication Analysts
- Digital-Ad Sales Managers
- Content/Copywriters
- YouTube Marketers

The major industrial segments that benefit from RCCM course are:

- Content based businesses
- SEO based businesses
- Web development organizations
- Social media marketing agencies
- Creative services
- Email marketing
- Display marketing





What are the Roles/Responsibilities of a Cybertech Marketer?

As a Rochester Certified Cybertech Marketer (RCCM), your job profile would include online customer interaction using email or social media marketing strategies.

- Picking up the nuances of the dynamic digital marketing field, the RCCM would be responsible for growing the revenues of the company/business and excelling in the online business.
- The RCCM must be adept at 'inbound marketing' wherein, the products/services are marketed without physically stepping out.
- With the digital marketing reaching out to all segments, the obvious transition from paper or print ads to social media (Facebook, Twitter, web portals, etc) has to be made as soon as possible. The RCCM should be optimizing content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc.



- The other digital channels include email marketing, PPC (pay per click) campaigning, Web TV, mobile marketing, and other such digital platform-based options.
- Understanding of internet marketing, mobile marketing, WebTV, digital advertising, business analytics and all forms of communication (video, content and email) that are encompassed under digital marketing.
- Managing organization's website and track website analytics. Keep the website engaging through search engine optimization.
- Fixing any errors with online content and arrange webinars and webcasts.
- Identifying new Cybertech marketing trends and ensure that the brand is in front of the industry developments.
- Working on SEO of the website pages, keep track of performance of the website and check for broken links
- Editing and content submissions, videos, podcasts, and audio content on websites
- Promoting product and services of the company in the cyberspace
- Executing social media efforts to improve KPIs, likes, shares, tweets, etc.





Skills You Will Learn as an RCCM

- Develop knowledge about research techniques, to get better with search queries eliminating tons of irrelevant information
- Ability to efficiently learn how to deal with large sets of data as can be tedious to get relevant information needed without using advanced functions
- Knowledge about data analytics tools to track customer touchpoints throughout the buyer's journey, eCommerce bots and even voice recognition technology that can identify individual voices
- Ability to form content strategy, script effective content, knowledge of SEO and SEM, and other forms of content management platforms
- To know how to use at least one Cybertech marketing tool that can give you a different dataset
- Use crawling tools to get information about redirects or duplicate content
- Learn advanced programming and advanced coding skills



Job Opportunities For An RCCM

- Cybertech Marketing Assistant
- Cybertech Marketing Manager/Officer/Executive
- Account Manager/ Business Developer
- Cybertech Marketing Director
- PPC Manager
- SEO Manager
- Community/Social Media Manager
- Cybertech PR
- Cybertech Product Marketing Manager
- Content Writer/Copywriter
- Email Marketer
- eCommerce Cybertech Marketing Manager
- Cybertech Marketing Consultant
- Cybertech Project Manager
- Cybertech Marketing Data Analyst
- Cybertech Marketing Automation Specialist

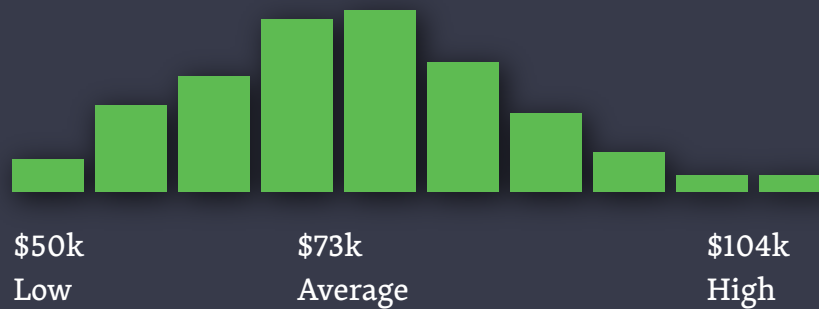


Digital Marketing Manager Salaries in United States

5,044 Salaries Updated Jan 28, 2019

Average Base Pay

\$ 73, 144 /yr



Salaries for Related Job Titles

Digital Marketing Project Man...	\$73k
Digital Marketing Specialist	\$61k
Online Marketing	\$37k
Online Marketing Manager	\$73k
SEO	\$65k



WEBSITE

MARKETING STRATEGY

SEO

CONTENT

E-MAIL

LINKS



RCCM - Course Outline

Module 1: Digital Marketing: An Introduction

- Establishing your online presence
- Strategy for online businesses
- Utilizing the power of search

Module 2: How The Digital World Has Influenced Marketing

- Marketing and its evolution
- Origins of digital marketing
- The 21st century and beyond

Module 3: Theory of Marketing Analytics

- How the marketing process functions
- Evaluating a brand's assets with metrics
- Marketing: case studies

Module

Module 4: Practicing Marketing Analytics

- The function of business analytics in an organization
- Marketing analytics in problem solving
- Understanding business analytics
- Prescriptive analytics

Module 5: The Cyber World, Digital Media, and Marketing Theory

- Digital synthesis
- Leveraging the power of digital media
- Brand positioning/Segments of one
- Relationship marketing

Module 6: The Basics of Marketing

- Seven Ps of marketing
- Types of marketing
- Content and email marketing

Module

Module 7: Role of Strategy in Content

- Understanding your audience
- Handling content
- Extending your content's scope and reach
- Creating content that matters

Module 8: Social Media and Marketing

- A look at the various social media platforms
- The basics of social media marketing
- Social media advertising with Facebook
- Display advertising and its role in advertising

Module 9: SEO and its Role in Digital Marketing

- The fundamentals of SEO
- The importance of keywords and algorithms
- Target markets and audiences

Module

Module 10: SEM (Search Engine Marketing)

- PPC explained
- Search and target PPC
- Search engine marketing explained

Module 11: Marketing with Email

- e-mail marketing strategy
- Building effective e-mail marketing campaigns
- Email marketing tools and utilities

Module 12: Google Analytics and Metrics

- Website content
- Traffic channels
- Metrics in detail
- Target audiences

Module

Module 13: Client Interaction

- Client interaction theories
- Client engagement marketing
- Client loyalty
- Client experience management

Module 14: Search/Mobile Marketing

- Introduction to mobile
- Mobile marketing—a look at products and services
- Analytics in mobile marketing
- Introduction to search marketing
- Search marketing strategy and theories

Module 15: Strategy and Planning

- Building an effective campaign
- Creating effective digital marketing strategy
- Auditing
- Targeted content creation

Module

Module 16: E-mail and E-commerce

- Optimizing the content in emails
- List management and automation
- Introduction to e-commerce businesses
- Digital marketing for e-commerce

Module 17: Basic SEO Utilities and Techniques

- Backlinks
- Link building
- Content is king
- Headlines and descriptions
- User experience/mobile SEO

Module 18: Advanced SEO Utilities and Techniques

- Analyzing and interpreting data
- Mathematical optimization
- Tools (include sections: keyword research, competitive analysis and link building, help and support, reporting and tracking—Moz, Raven, WebCEO, Cognitive SEO, Advanced Web Ranking etc.)

Module

- Voice search optimization
- Technical optimization
- Measuring SEO effectiveness

Module 19: Advanced content marketing

- Understanding content marketing
- Strategy and vision
- Developing a winning content marketing strategy
- Efficient B2B and B2C content marketing

Module 20: Advanced web analytics

- An introductory look at web analytics
- Lean Six Sigma
- Analyzing and evaluating data—the basics
- Audience behaviour
- Conversion, retention, and other customer theories

Module

Module 21: Digital Marketing Tools and Utilities

- Analytics and keywords
- Market intelligence
- SEO and Social media
- Platform tools

Module 22: Case Studies (number can be adjusted)

- Case study #1
- Case study #2
- Case study #3

Module 23: Brand Identity and Communication

- Basics of brand identity and market positioning
- Understanding and implementing engagement
- An international perspective

Module

Module 24: Advanced Marketing Analytics

- Identifying, interpreting, and collecting data
- Integrating data, EDA
- The decision making process
- Predictive analytics

Module 25: Advanced Social Media Marketing

- Understanding paid advertising
- PPC and other theories
- Community handling

Module



How to Join **Cybertech Marketing Training**

The course is conducted through **Rocheston's Cyberclass®** e-learning platform.

The RCCM training consists of:

- Courseware
- Training slides
- Videos
- Whitepapers
- Cybertech Marketing best practices
- Cybertech Marketing assessment and tools
- Lab exercises
- Self-assessment tests



Rocheston Certified Cybertech Marketer (RCCM) Exam

- You can take the RCCM exam on **Rocheston Cyberclass®** or Pearson Vue platforms.
- Cybertech Marketing training prepares you for the RCCM exam
- The exam consists of **50 multiple choice questions**.
- The **passing score is 70%**





What will be the **course structure?**

What the course will consist of:

- A 3-5 days Training Program
- Time: 9:00 AM – 5:00 PM (40 hours)
- The Provision of an Active Web Portal
- Seminars Conducted by Qualified Engineers
- Best in-class environment
- Exam can be taken on Rochester

Cyberclass or Pearson Vue.



Cost

For pricing in your region,
please contact the local
distributor.

RCCM Certificate

ROCHESTON® CERTIFIED
CYBERTECH MARKETER

THIS CERTIFICATE IS PRESENTED TO

Jason Springfield

FOR COMPLETING ALL THE REQUIREMENTS TO BECOME A
ROCHESTON CERTIFIED CYBERTECH MARKETER

HAJA MOHIDEEN
PRESIDENT & CEO

rccm



MARKETING STRATEGY

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ROCHESTON®

BE EXCEPTIONAL

