

We train on *your* schedule.

Visible Edge Institute has been providing classroom training for over 30 years and remote training for over a decade. Our flexible, comprehensive training programs are designed to accommodate individuals of *all* skill levels.

As a Licensed Post-Secondary Educational Institution, our training provides students with hands-on experience, in-depth skills in leading applications, and industry-recognized certifications. You'll get the opportunity to earn industry-recognized certifications in all of our programs.

Train remotely or in-center, while maintaining on-demand access to our live instructors. Students can also access training lessons 24/7 for self-study.

Remote Attendance: Remotely tap into our training center to work directly with live instructors on-demand via phone, video call, screen sharing, email, chat or text.

In-Center Attendance: Choose to attend training in our physical training center on your schedule, not ours. Our renovated in-center learning environment utilizes state of the art equipment and modern learning techniques including one-on-one live instructor interactions, digital materials, labs, and project work.



You may qualify to have your entire program paid for, 100%, with no out-of-pocket costs to you. All programs are federally approved by WIOA, Section 30, Trade Adjustment Act, Vocational Rehab, and more.

We are a Veteran Friendly Institution.



GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). For more information about education benefits offered by the VA, visit the official U.S. government website at <http://www.benefits.va.gov/gibill>.

GLOBAL HEADQUARTERS

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Ve-I reserves the right to change fees, courses, topics, policies, programs, services and personnel as required. "On-Demand" refers to instructor and facility access during our normal business hours, which are Monday – Friday from 8:00AM to 5:00PM except Federal Holidays and shutdowns. Instructor support is limited to purchased training materials and labs. Remote setup assistance is included.

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DIGITAL MARKETING APPLICATIONS SPECIALIST

Explore content
creation using the most
in-demand programs
and platforms
throughout the digital
marketing industry.

VISIBLE EDGE

DIGITAL MARKETING IS MORE ESSENTIAL THAN EVER FOR BUSINESS GROWTH AND INCREASED SALES

Our Digital Marketing Applications Specialist program focuses on attaining or updating application skills – enhancing your ability to develop sales and marketing material, operate successful social media accounts, generate impressive content, create eye-catching websites, and more.

Master the most in-demand tools in the digital marketing industry and learn to utilize these tools efficiently in the workplace.

Optimize your resume, prove your expertise, and boost your skill set by choosing to get certified in your choice of Google Analytics, Google Ads, Adobe, or other industry-standard certifications.

LEARN TO...



Create your own website.



Design marketing content - such as brochures, blog posts, newsletters, posters, animations, videos, logos, infographics, motion graphics, kinetic typography, and more.



Utilize SEO to dramatically strengthen your online presence and gain loyal customers.



Use Analytics to maximize ad efficiency and target your specific demographic.



Focus on how to get your content in front of your customers using various tools and applications.



Learn about the top social media platforms and applicable best practices for each.

With constant advancements in social media and technology, digital marketing has proven to be one of the most crucial disciplines for business growth, sales, and customer loyalty.

YOU'LL HAVE THE OPPORTUNITY TO EARN INDUSTRY-RECOGNIZED CERTIFICATIONS, INCLUDING BUT NOT LIMITED TO:



Google Analytics Individual Qualification (GAIQ)



Google Ads Certifications



Google Digital Garage



Adobe Creative Cloud Certifications



American Marketing Association (AMA) Certifications



ExpertRating Social Media Marketing Manager



ExpertRating Web Analytics Certification



SEO Fundamentals Certification



SalesForce Certified Administrator



Tableau Desktop Specialist



Microsoft Certifications



CORE CURRICULUM FOR THIS PROGRAM INCLUDES...

- Digital Marketing
- Social Media Platforms
- Graphic Design
- Adobe Applications - *Photoshop, InDesign, & Illustrator*
- Google Analytics
- Figma UI/UX Design

ADDITIONAL ELECTIVE TOPICS INCLUDE...

- Content Marketing
- Marketing Psychology
- Google Ads
- Logo Design
- Graphic Design Theory
- Adobe Creative Cloud
- Wordpress
- Drupal
- Search Engine Optimization (SEO)
- User Interface (UI)
- User Experience (UX)
- Business Intelligence (BI)
- Android Mobile App Development
- Web Development
- Data Science
- HTML/CSS
- Tableau, Java, DJANGO, Python, & SQL
- Oracle
- Windows
- Motion Graphics & Data Visualization
- Canva
- Email Marketing & Mailchimp
- Salesforce
- Prototyping & Designing Mobile Apps
- Cinematography & Photography
- Building a Digital Business Strategy
- Management & Project Management
- Social Media Marketing
- Selling on Amazon
- eCommerce & WooCommerce

To learn more about this program, please visit:

<https://www.visible-edge.com/digital-marketing-applications-specialist/>