

Digital Marketing Skills Audit ■

Client:

Date:

The **standard** for
digital marketing excellence



This category breakdown explains the candidate's comprehensive (100%) understanding within each marketing discipline.

Market Research ■

The candidate understands key concepts in conducting market research, the methods of conducting research in an online environment, as well as potential problems and pitfalls that may arise when researching online. The candidate holds competent knowledge in refining market research in a changing digital environment and can express this clearly.

Digital Marketing Strategy ■

The candidate has a conceptual understanding of how to define and distinguish between business and marketing strategies. They understand how to think about digital audiences and know exactly what questions to ask when assembling their digital marketing strategy. Finally, they know the tactical building blocks of digital marketing and strategic alignment in relation to business objectives and goals.

Data Analytics and Performance Marketing ■

The candidate understands the importance of analytics within digital marketing, the metrics that should be tracked, and guidelines for analysing and storing data. They will also know how to use data visualisation to help the business understand the data, and utilize it for successful marketing tactics.

CRM and Marketing Automation ■

The candidate has the ability to define CRM and Marketing Automations and understands how to operate them. They can explain the benefits of CRM and Marketing Automation within a business. The candidate has an understanding of the components of an online marketing funnel and how to integrate them into the best CRM and Marketing Automations practises.

Web Development, User Experience (UX) and User Interface (UI) ■

The candidate knows how to guide development and design best practices, and principles for designing for persuasion. They can assess the quality and effectiveness of web development and design implemented by teams, suppliers or agencies.

Their effectiveness will come from understanding how the web development process works, and planning from design to launch.

Mobile Channels and Apps ■

The candidate has a strong conceptual understanding of the important principles that govern mobile-specific channels. They are able to identify mobile marketing methods and channels available to marketers, while holding key considerations into creating or evaluating an app.

Search Engine Optimisation ■

The candidate understands the fundamentals of SEO, how search engines function and deliver results. This allows them to effectively communicate with experts to achieve business objectives. They have the ability to plan, research and implement an effective keyword strategy across text and other content.

Digital Copywriting ■

The candidate has the knowledge of the different types of web copy that are available, the principles of utilising this copy for the targeted web audience, and best practices for successful online copy. Their knowledge of writing for search engine optimisation (SEO) allows them to ensure that content receives maximum reach.

eCommerce ■

The candidate knows the various types of eCommerce, how it works on specific channels such as mobile and social, and the various considerations in setting up an eCommerce site. They are able to understand how eCommerce works across multiple channels and how to initiate marketing changes specific to different eCommerce sites.

Digital Advertising ■

The candidate knows how to effectively utilize digital advertising as a part of a complete paid, earned, and owned marketing strategy. They understand the importance of digital advertising, and can both create, and place, effective digital media ads across a number of platforms, and have the ability to measure the effectiveness of digital advertising campaigns.

Digital Content Marketing ■

The candidate understands the role of digital content marketing within the overall marketing plan and is familiar with the steps involved in developing an effective content marketing strategy. This enables them to ensure results are achieved from appropriate content marketing efforts. The candidate understands the value of digital content marketing and how to maximize content marketing channels through different tools and methods.

Social Media Marketing ■

The candidate knows how to use social media advertising as part of a complete paid, earned and owned marketing strategy. They can create and place effective social media ads for a number of platforms and know-how to approach measuring the effectiveness of social media advertising.

Overall Candidate Results

About the Digital Marketing Aptitude Test

The DMAT is a comprehensive standardised digital marketing assessment that provides passing candidates with a certification which acts as a common understanding of what digital marketing excellence is.

The Digital Marketing Aptitude Test was launched out of leading educator Red & Yellow Creative School of Business in 2020 and was separated in the same year to become a standalone organisation.

Assessment information:

- Two-hour timed assessment
- 250 Multiple Choice Questions (MCQ)
- One attempt per person, per purchase
- Minimum pass mark of 60%
- A passing mark will result in a shareable and verifiable certification

Candidates	Results
Candidate A	72%
Candidate B	84%
Candidate C	73%



Candidate: A

Email:

Overall Result: 72%

Completion Date:

Overall Achievement: Merit

Assessment Duration : 2 hours

Certified: Yes

Category Results

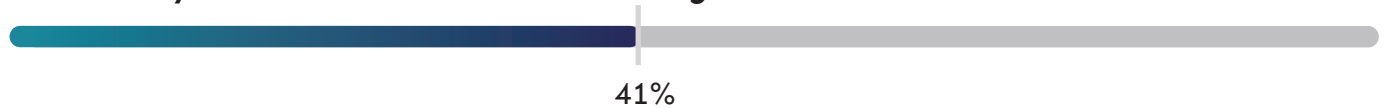
Market Research



Digital Marketing Strategy



Data Analytics and Performance Marketing



CRM and Marketing Automation



Search Engine Optimisation



Digital Advertising



Digital Content Marketing



Digital Copywriting



Social Media Marketing



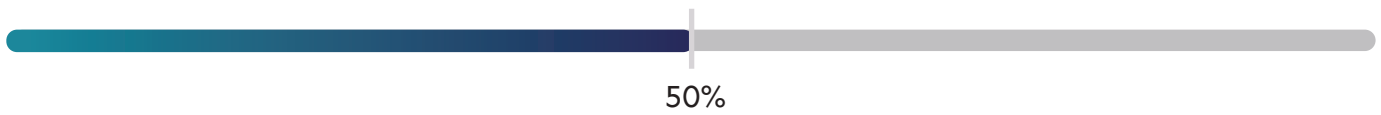
Candidate: A

Category Results

Web Development, User Experience (UX) and User Interface (UI)



eCommerce



Mobile Channels and Apps



Strengths

- Digital Marketing Strategy
- CRM and Marketing Automation
- Social Media Marketing

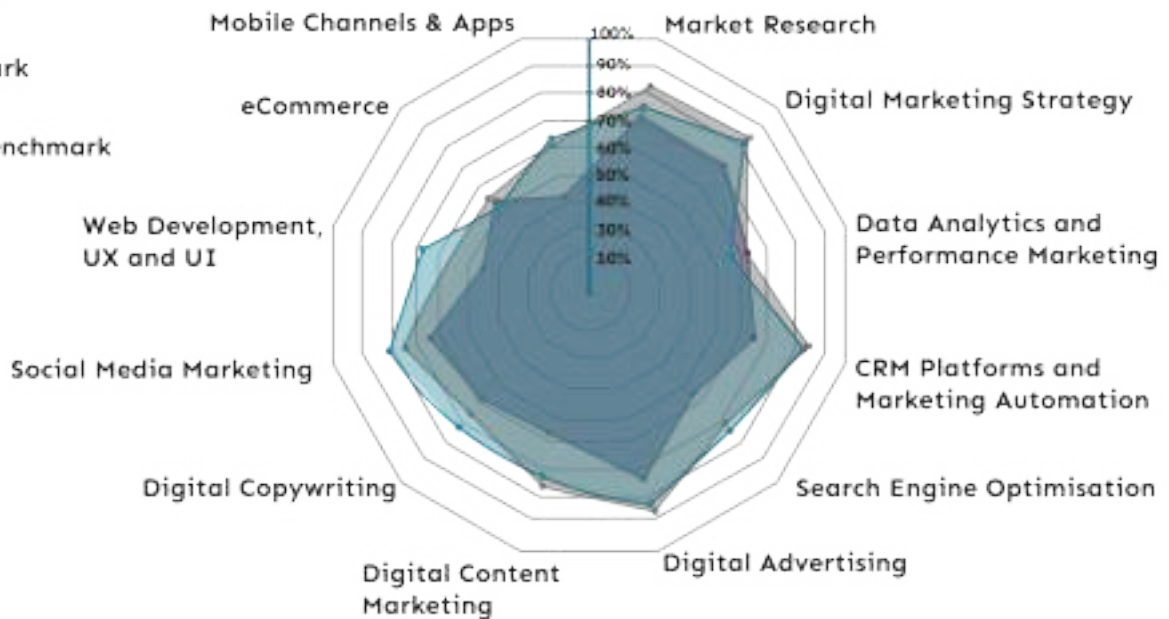
Weaknesses

- Data Analytics & Performance Marketing
- eCommerce

Candidate

Benchmark

Team Benchmark



Candidate: B

Email:

Overall Result: 84%

Completion Date:

Overall Achievement: Distinction

Assessment Duration : 2 hours

Certified: Yes

Category Results

Market Research



Digital Marketing Strategy



Data Analytics and Performance Marketing



CRM and Marketing Automation



Search Engine Optimisation



Digital Advertising



Digital Content Marketing



Digital Copywriting



Social Media Marketing



Candidate: B

Category Results

Web Development, User Experience (UX) and User Interface (UI)



eCommerce



Mobile Channels and Apps

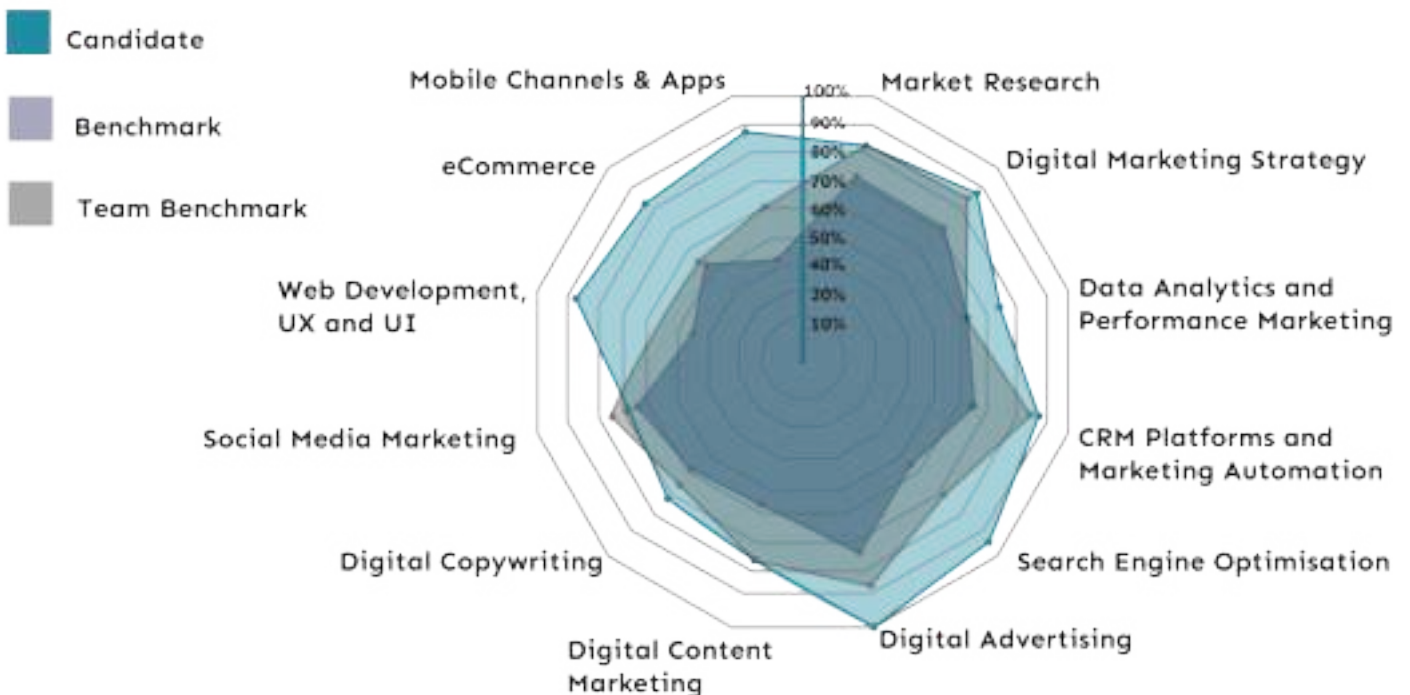


Strengths

Digital Advertising
Search Engine Optimisation

Weaknesses

Social Media Marketing
eCommerce



Candidate: C

Email:

Overall Result: 73%

Completion Date:

Overall Achievement: Merit

Assessment Duration : 2 hours

Certified: Yes

Category Results

Market Research



Digital Marketing Strategy



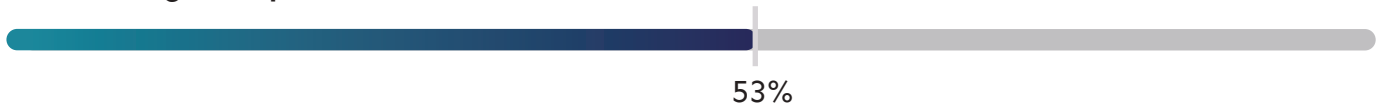
Data Analytics and Performance Marketing



CRM and Marketing Automation



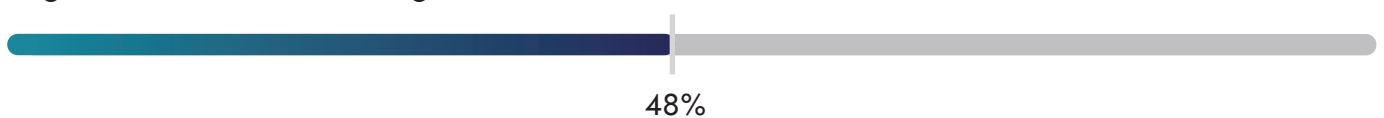
Search Engine Optimisation



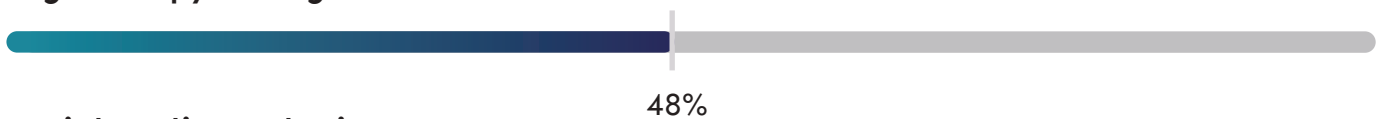
Digital Advertising



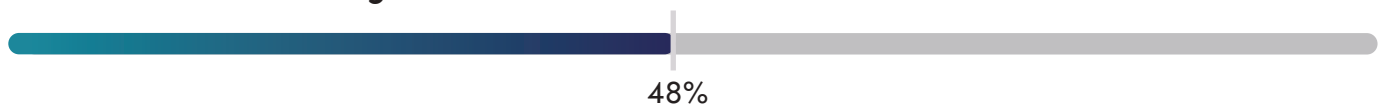
Digital Content Marketing



Digital Copywriting



Social Media Marketing



Candidate: C

Category Results

Web Development, User Experience (UX) and User Interface (UI)



eCommerce



Mobile Channels & Apps

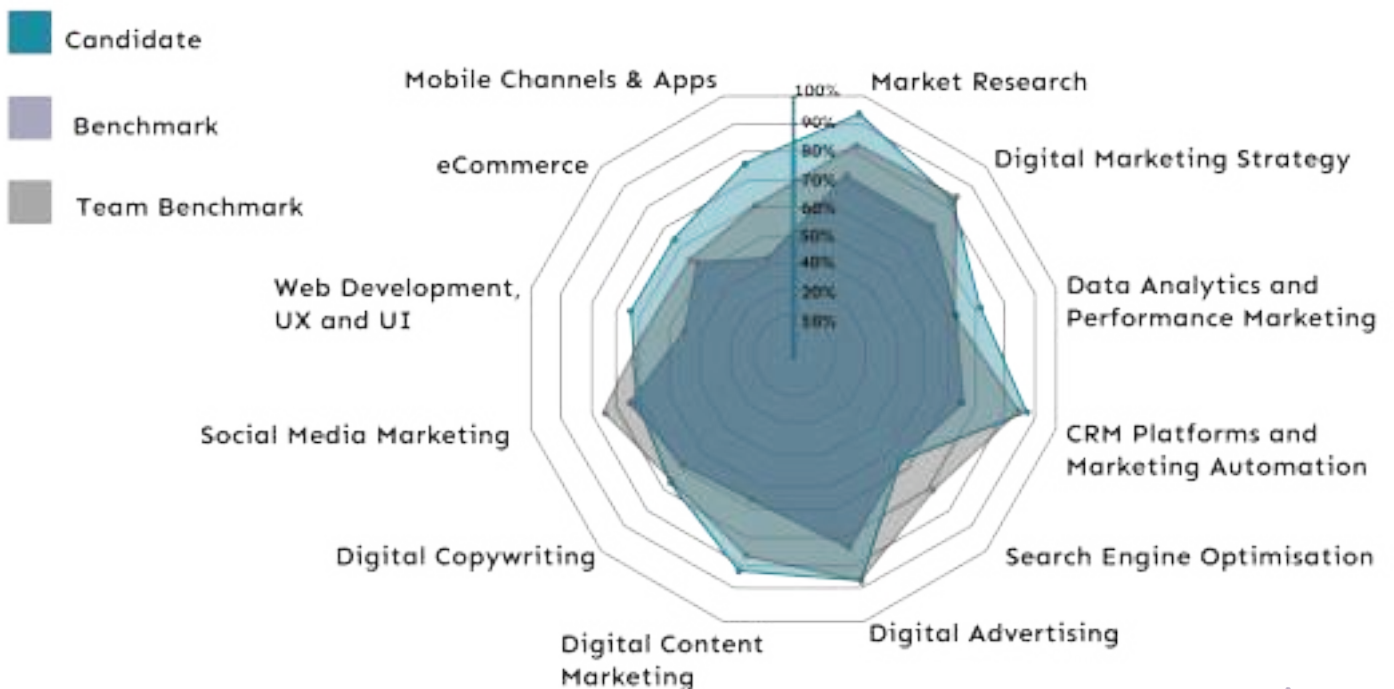


Strengths

Market Research
CRM and Marketing Automation

Weaknesses

Digital Content Marketing
Social Media Marketing





Get in touch ■

☎ +27 72 824 3129

✉ info@dmatac

🌐 www.dmat.ac

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digital marketing excellence**



The Digital Marketing Aptitude Test