PCM®, Digital Marketing Body of Knowledge

Overview

About the AMA PCM® Program

The American Marketing Association [Professional Certified Marketer (AMA PCM®)](#) exams are created using a Body of Knowledge format, which outlines the responsibilities of and knowledge needed by today's marketing professional in the specific topic.

Below is an outline of the seven major content areas, or domains, of the [AMA PCM®, Digital Marketing](#) Body of Knowledge with an indication of the approximate percentage of the test devoted to each domain.

Each domain is further organized into topics and learning objectives. The following pages detail the domains, topics, and learning objectives and provide recommended reading and a list of key terms to study as you prepare for the PCM® exam.

AMA PCM®, Digital Marketing Domains

DOMAIN 1: METRICS & CONVERSIONS	15%
DOMAIN 2: SOCIAL & COMMUNITY	15%
DOMAIN 3: EMAIL MARKETING	20%
DOMAIN 4: USER INTERFACE & EXPERIENCE	15%
DOMAIN 5: ONLINE ADVERTISING	10%
DOMAIN 6: SEARCH ENGINE OPTIMIZATION (SEO)	15%
DOMAIN 7: CONTENT MARKETING	10%

Learning Objectives

Learn skills to successfully measure marketing performance, determine visitor engagement, and evaluate campaign profitability.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- Online Marketing Foundations (3h 45min)
- Learning Conversion Rate Optimization (1h 30min)
- Google Analytics Essential Training (3h 45min)
- Advanced Google Analytics (3h 46min)

Key Terms

- A/B Testing
- Acquisition
- Attribution
- Attribution Analysis
- Benchmarking
- Bounce Rate
- Click-Through Rate (CTR)
- Common Key Performance Indicators (KPIs)
- Content Marketing
- Conversion Rate Optimization (CRO)
- Cost Per Conversion (CPC)
- Email Marketing
- Engagement Rate
- Exit Pages

- Facebook Insights
- Google Adwords
- Google Analytics
- Impressions
- New/Unique Visitor
- Pay Per Click (PPC)
- Payment Metrics
- Return on Investment (ROI) Analysis
- Search Engine Optimization (SEO)
- Session
- Social Media Marketing
- Traffic Sources
- Twitter Analytics
- Value Per Visit
- Web Analytics

Learning Objectives

Learn how to optimize social exposure, create strategic and compelling content, understand brand awareness, and measure social profitability.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- Social Media Marketing: Managing Online Communities (51min)
- Social Media Marketing: Facebook and Twitter (1h 36 min)
- LinkedIn For Business (1h 33min)

Key Terms

- Brand Management
- Click-Through-Rate (CTR)
- Content Marketing
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Snapchat

- YouTube
- Social Content
- Influencer Strategies
- Brand Reputation
- Blogging
- Crisis Management
- Social Employees
- Viral Marketing

Learning Objectives

Learn skills to help maximize email marketing campaigns, understand optimal audience outreach, and analyze customer interactions and data.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- Optimizing Marketing Emails (1h 06min)

Key Terms

- Above-the-Fold
- Campaign Development
- Click-Through Rate (CTR)
- Customer Relationship Marketing (CRM)
- Email Blocking
- Email Filter
- Hard Bounce/Soft Bounce
- House List
- HTML Newsletters
- List Management

- Marketing Automation
- Open Rate
- Opt-In/Opt-Out
- Performance Metrics
- Personalization
- Personalization Tools
- Privacy
- Spam
- Targeting

Learning Objectives

Gain the knowledge to drive revenue and return on investment through the user experience, attract customers through multiple digital channels, build smart site and mobile experiences, and produce rich media for marketing and advertising.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- Web Design Fundamentals (3h 38min)

Key Terms

- App
- Breadcrumbs
- Build/Buy
- Conversion Rate Optimization (CRO)
- eCommerce
- Engaged Time
- Experience Architecture
- HTML and CSS
- Inbound Marketing
- Key Performance Indicator (KPI)
- Landing Page

- Location-Based
- Mobile Platforms
- Mock Up
- Online Video
- Overall Digital Strategy
- Photoshop
- Responsive Design
- Usability
- Web Design
- Wireframe

DOMAIN 5: ONLINE ADVERTISING

Learning Objectives

Learn best practices for initiating consumer interest through search keywords, targeted advertising, social advertising, and sponsored content.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- Mobile Marketing Foundations (3h 35min)
- Google AdWords Essential Training (2h 56min)
- Facebook Marketing: Advertising (1h 22min)
- Marketing and Monetizing on YouTube (3h 10min)
- AdWords and Analytics: Remarketing (57min)

Key Terms

- Ad Dimension
- Ad Space
- Banners
- Call to Action
- Conversion
- Cookies
- Cost Per Click (CPC)
- Cost Per Lead (CPL) / Cost Per Acquisition (CPA)
- Click-Through Rate (CTR)
- Facebook and Twitter Ads

- Google AdWords and AdSense
- Impressions
- Interstitial
- Lead Gen
- LinkedIn Ads
- Mobile Ads
- Pop-Up
- Retargeting
- Return on Investment (ROI)
- Sponsored Content
- Video Ads

Learning Objectives

Learn skills to optimize a brand's visibility for search engines, improve search ranking by using optimal keywords and metadata, and use SEO to optimize positive messaging around brand experience.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- SEO Foundations (3h 27min)
- SEO Keyword Strategy (4h 14min)

Key Terms

- Algorithms
- Alt Text
- Authority
- Bounce Rate
- Conversion
- Cost-Per-Click (CPC)
- Deep Link
- Keyword Research
- Keyword Strategy
- Ranking

- Reputation Management
- SEO and Content Marketing
- SEO for eCommerce
- SEO For Localization
- SEO Link Building
- SEO Tools and Metrics
- Sitemap
- Technical SEO
- Traffic

DOMAIN 7: CONTENT MARKETING

Learning Objectives

Gain a better understanding about how creating, promoting and measuring valuable and relevant content can attract and engage a profitable audience.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- Content Marketing Foundations (2h 1min)
- Content Marketing: Blogs (1h 05min)
- Content Marketing: Newsletters (12min 05sec)
- Content Marketing: Staying Relevant (18min 12sec)

Key Terms

A/B Testing	Earned Media
Above the Fold	Enterprise Marketing
Affiliate Marketing	Heat Map
Aggregated (or Curated) Content	Influencer
blogs	Lead generation
Branded Content	Lead Scoring
Branding	Marketing Automation
Click Bait	Need Profiling
Content Marketing	Newsletters
Content Strategy	Omnichannel
Contextual Advertising	Small Business Marketing
Data Mining	User-Generated Content
Dynamic Content	

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If you have additional questions after reviewing
this document, please contact us.

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