Examination requirements

NIMA A1 Online Marketer

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1 Introduction

1.1 Content of this document

This document contains, among other things, the examination requirements for the NIMA A1 Online Marketer exam. These requirements apply to NIMA Exams Online Marketeer from 2022 and will be valid for an indefinite period. The purpose of this document is to inform you as exam candidate or teacher about the requirements of a NIMA Exam Online Marketer. The exam requirements reflect the content and the level of the exam module A1.

In this document you can read about the level of the diploma, the methodology of the exam module A1, the actual examination requirements and the list of literature that serves as the basis for the NIMA Exam module A1 Online Marketer.

1.2 Level and positioning of NIMA Online Marketer

The NIMA Online Marketer exam tests the knowledge, skills and personal and professional competences necessary to be able to operate at the operational level within the domain of online marketing. The NIMA Exam Online Marketing forms the basis for professional roles at the operational level of online marketing. This is comparable with EQF level 4 of the European qualification framework (European Qualification Framework). The job profiles in the EQF have been drawn up on the basis of training and work levels, focusing on knowledge, skills and responsibilities.

For the determination of an EQF level, the content of the examination requirements and the form in which these examination requirements are assessed are examined.

The NIMA Online Marketing exam has been developed for marketers who want official recognition for online marketing knowledge, gained in practice or during training, and for marketers who want to get involved in online marketing. The NIMA Online Marketing exam is aimed at gaining knowledge and insight with regard to online marketing tools and skills. Applicants' application skills are expected at policy preparation as well as at operational level.

2. Exam methodology

2.1 Structure of the NIMA Diploma Online Marketer

The exam tests knowledge and skills. The complete exam consists of a written part (90 minutes) and an oral part (60 minutes). These are taken separately from each other: module A1 and module A2.
In order to be in possession of the NIMA Diploma Online Marketing, the candidate must have achieved a satisfactory result (grade of 5.5 or higher) for both modules (A1 and A2).

This document deals with the examination requirements for the A1 exam module. See the document 'Exam requirements NIMA A2 Online Marketer' for the substantive explanation of the exam module A2.

2.2 NIMA Online Marketing, module A1

The written part includes (90 minutes):
a. 35 multiple-choice questions that primarily test knowledge of the various online marketing concepts and instruments;
b. 10 multiple choice questions that relate to two mini-cases. The mini-cases are structured around three short descriptions of a problem from the online marketing practice.

The weighting factor of components a and b in determining the final mark for the written module is equal to each other; both components are proportional to the final mark for this module.

In the first part with the multiple-choice questions, the emphasis is on testing existing (literature) knowledge. In the second part, the candidate is tested to what extent the candidate is able to link the theory to practical matters, mostly from current events, and is capable of making connections.

3. Taxonomy

Exam requirements are the base of the NIMA Exams. Examination requirements are the learning objectives on the basis of which the exams are developed and indicate the level at which a licensed NIMA Online Marketer should function. The level of a learning objective is laid down in a so-called Taxonomy.

In the exam requirements a letter can be seen behind every learning objective. These letters are explained below.

(K) = Knowledge; For example, a definition question.
(B) = Understanding; For example, explain why or how something works.
(RV) = Reproductive Skills; relate to standard procedures or the use of formulas.
(PV) = Productive Skills; appeal to the creativity of the exam candidate, it concerns actions in new situations. For example, developing a marketing plan.

A taxonomy has a hierarchy that starts at the Knowledge level of, for example, a concept, to Productive Skills in which a candidate is able to apply knowledge and, for example, to present and combine it. An exam requirement can be tested at a lower level than that on which it was drawn up. For example: When a requirement is set at RV level, this requirement can also occur at concept level (B) in an exam.

4. Exam requirements

The requirements of the NIMA Exam Online Marketer are based on the exam building of the NIMA Marketing exams. The exam requirements of the NIMA Exam Online Marketer are as follows:

Online Marketing Knowledge and Skills

The candidate can:

1. General
1.1   explain what online marketing communication means (K)
1.2   explain what online marketing means (K)
1.3   explain what is meant by range, visit, conversion (lead / sales), retention (K)
1.4   distinguish different types of websites: sales site, lead generation site, branding site, publication site, information and service site (K)
1.5   explain what is meant by gamification (K)
1.6   indicate what is meant by the customer journey (B)
1.7   indicate what is meant by the marketing funnel (attention, consideration, action, loyalty) (B)
1.8   indicate which channel can be used in which location in the funnel (B)
1.9   indicate the difference between push and pull (B)
1.10 explain what is meant by crowdsourcing (K)
1.11 explain what is meant by crowdfunding (K)
1.12 explain what the term "the longtail" means (K)
1.13 explain what the internet of things is (K)
1.14 explain what virtual, augmented and mixed reality (VR, AR and MR) are (K)
1.15 explain what a QR code is (K)
1.16 explain the differences between owned, paid and earned media (B)
1.17 explain the differences between CPM, CPL, CPS, CPC, CPO, CPA, Cost per download (B)
1.18 explain what is meant by user-generated content (K)
1.19 explain what marketing automation is (K)
1.20 explain the role of customer relationship management in online marketing (K)
1.21 explain how to use neuro marketing in an ethical way (K)

2. Online advertising
2.1 distinguishing different payment models for online advertising (K)
2.2 explain how the time decay model works (B)
2.3 explain how display advertising works (B)
2.4 explain the difference between a burst and a dripping strategy (K)
2.5 explain how video advertising works (B)
2.6 explain how rich-media advertising works (B)
2.7 explain how programmatic advertising works (real-time bidding, open marketplace, private marketplace, deal id, DSP, SSP) (B)
2.8 explain the concept of retargeting (K)
2.9 explain which forms of targeting are possible (B)
2.10 explain the concept of native advertising (K)
2.11 explain what a lookalike audience is and how you can apply such an audience (K)
2.12 explain how affiliate marketing works (B)
2.13 explain how the revenues are distributed in affiliate marketing (B)
2.14 indicate how the number of relevant visitors to a website can be increased by using targeted affiliate marketing (PV)
2.15 indicate how a campaign (such as display or video) can be used effectively to achieve set goals (PV)
2.16 indicate how different campaigns are created for different devices (laptop, desktop, tablet, smartphone) (PV)

2.17 indicate how the most important factors of a good landing page are considered, so that conversions can be realized via online advertising (PV)

2.18 explain where the differences are between mobile advertising only and other online advertising efforts (K)

2.19 explain the role of an online media agency or online media department of an online marketing agency (B)

2.20 Explain which technology is connected in programmatic advertising and what function these connections have (B)

2.21 Explain the different auction models within Programmatic Advertising, such as Private Market Place and Real Time Bidding (B)

2.22 explain which different auction models there are within Programmatic Advertising (B)

3. Social media

3.1 explain what a social media is (B)

3.2 explain how social media can be advertised on specific target groups (Facebook, Twitter, YouTube, LinkedIn) (B)

3.3 explain what the unique targeting options of social media are (B)

3.4 explain the differences between a personal profile and a company account (B)

3.5 indicate how social media can be used for web care (B)

3.6 naming the most important social media ratios (conversion rate, reinforcement ratio, outlook ratio, click-through) (K)

3.7 indicate how social media can be used to achieve marketing objectives, gathering fans / followers, traffic to the website, sales, app downloads, activations and other conversions, both through their own social channels and through social media advertising (PV)

3.8 indicate how more engagement (for example, a response or sharing) on the social media content can arise for the purpose of online branding (PV)

3.9 indicate how social media monitoring works (PV)

3.10 show how content and ads consider mobile devices (PV)

3.11 indicate how the most important factors of a good landing page are taken into account, so that conversions are realized via social media advertisements and social content (PV)

3.12 explain where a company can use social media (listening, participating, initiating) (B)

4. Search engine marketing

4.1 explain the concept of search engine marketing (K)

4.2 explain the differences between SEO and SEA (B)

4.3 explain how SEO works (structure and technology, keywords and content, links and authority) (K)

4.4 explain how the auction system of search engine marketing works (K)

4.5 explain how the bid price is determined and which factors play a role (B)

4.6 distinguish the check-out models of search engine marketing (B)

4.7 explain how an ad for Google AdWords is built (B)

4.8 explain what sitelinks are (in organic results and in AdWords) (K)

4.9 indicate how a Google AdWords campaign is created (PV)

4.10 indicate how a specific target group is reached with a Google AdWords campaign (PV)

4.11 analyze your own website in search engines (PV)

4.12 indicate how the content of the website is optimized so that organic search results improve (PV)

4.13 indicate how you should design the technical infrastructure of your website to improve the organic search results. (PV)

4.14 indicate how the right links from other websites are generated so that organic search results improve (external optimization) (PV)

4.15 indicate how account is taken of the most important factors of a good landing page, so that conversions can be realized via search engine marketing (PV)

4.16 explain what the consumer's use of multiple devices means for search engine marketing (B)

4.17 explain what voice search is? (K)

4.18 explain what conversational search is (K)

5. E-mail marketing

5.1 distinguishing between different forms of email marketing (periodic newsletters, campaign-type emails, event-driven emails, service e-mails) (B)

5.2 explain what is meant by opt-in and opt-out (K)

5.3 explain what is meant by bounce rate (hard and soft bounce) (K)

5.4 explain what is meant by deliverability (K)

5.5 explain how the right addresses for a campaign can be acquired (K)

5.6 explain how the right data (addresses) can be enriched (B)

5.7 indicate how an effective subject line can be written (PV)

5.8 indicate how an e-mail campaign is set up and implemented (PV)

5.9 indicate which aspects influence the open ratio (PV)

5.10 indicate which aspects influence the click-through rate (PV)

5.11 indicate how the most important factors of a good landing page are considered, so that conversions can be realized via e-mail marketing (PV)

5.12 indicate the impact the use of mobile devices has on e-mail marketing (PV)

5.13 explain what the main objectives of e-mail marketing are (cost savings, acquisition, retention) (B)

5.14 explain the requirements for an effective email campaign (address file, opt-in, subject line, text for target group) (B)

5.15 explain what the parts of a commercial e-mail are (B)

5.16 mention which parties play a role in an e-mail campaign (K)

6. Websites

6.1 can distinguish and explain the 4 content styles (inform, motivate, sales-oriented, service-oriented) (B)

6.2 explain how the readability of a text can be increased online (use of subheadings, bullets, structure) (B)

6.3 explain what is meant by usability of interfaces of websites or apps (B)

6.4 explain what effect website usability can have on conversion (B)

6.5 explain what the use by the consumer of multiple devices means for the development of your website (responsive design, adaptive design, mobile-first design, content-first design) (B)

6.6 indicate how the user experience of the website or app can be improved, depending on the sources of origin (social media, e-mail, affiliate, search, direct, apps), with the aim of improving conversion (PV).

6.7 explain how the website usability can be improved (according to the model of hansa & Abuelrub ((B)

7. Content marketing

7.1 explain what content marketing is (K)

7.2 explain which goals can be pursued with content marketing (B)

7.3 indicate what advertorials, sponsored content and branded content are (B)

7.4 explain which different forms of content are applied within content marketing (whitepapers, e-books, infographics, visuals, videos, photos, blog and vlog messages, press releases, music, webinars, games, podcasts) (B)

7.5 indicate the steps of the content marketing advice (B)

7.6 explain what social content is (K)

7.7 explain what a content marketing cycle is (B)

7.8 explain which elements a content strategy and content plan consists of (B)

7.9 explain which metrics there are for content marketing (B)

8. Analytics

8.1 explain the following terms: bounce rate, unique visitor, returning visitor, referral sites, exit

percentage, annotations, page views, click paths, sessions, events, landing pages (K)
8.2 explain what is meant by Universal Analytics (K)
8.3 explain what tag management is (K)
8.4 mention which KPIs can be used to arrive at return on ad spend of the campaign and the turnover of the campaign (B)
8.5 indicate how the following KPIs are calculated: CTR, conversion rate, ROI, ROAS (B)
8.6 distinguishing the different traffic sources of web analytics (B)
8.7 indicate how the various online marketing communication tools and channels are included in the traffic sources in web analytics (B)
8.8 to distinguish which different traffic sources are used (B)
8.9 explain how conversion can be assigned to various channels (B)
8.10 distinguish different conversion attribute models:
first-click model, linear model, time of contact moment (time-decay model), assigning certain channels more value, last-click model (B)
8.11 name the most important social media ratios that a social media monitoring program must contain (B)
8.12 interpret web statistics, recognize and name bottlenecks and indicate effective improvement actions for the channels (PV)
8.13 indicate the purpose of analytics (K)
8.14 explain how analytics programs use the term 'visitor' (B)
8.15 explain what a KPI is (K)
8.16 indicate how range is calculated (RV)
8.17 indicate how a click rate is calculated (RV)
8.18 explain what retention indicators are (B)
8.19 how to calculate cart abandonment rate (RV)
8.20 indicate how to calculate CPS (RV)
8.21 explain what different traffic sources are in analytics (B)
8.22 explain what an OAMM model means (B)

9. Data and online market research

9.1 indicate how different channels (online and offline) can contribute to building a profile of a customer (B)
9.2 explain what first-party cookies and third-party cookies are (K)
9.3 indicate the difference between first-party data and third-party data (K)
9.4 explain what a cookie wall is (K)
9.5 explain what a DMP is and how it contributes to data-driven marketing (K)
9.6 explain what a persona is (K)
9.7 explain what personalization and customization mean (B)
9.8 explain what role data play in the personalization of online marketing channels (B)
9.9 indicate what opportunities consumers have to protect their privacy (B)
9.10 explain what big data is (B)
9.11 explain which types of data analysis are used by online marketers (B)
9.12 explain what data tactics are (K)
9.13 explain how to apply predictive analytics in online marketing (B)

5. Literature list

The following literature is used by the Examination Board as a basis for the development of the examinations but is not all-encompassing; the exam requirements (= learning objectives) in this document are always leading.

Visser, M. en Sikkenga, B. (2021). *Digital marketing fundamentals.* **Co-author: Mike Berry**

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If the content of an exam requirement is not in the above literature, consult sources such as the internet, trade journals and newspapers.