

Digital & Social Selling Certified Associate



COURSE GUIDE



MURPHY
COLLEGE



your career starts here

Key Features:

Learn it from the best in the field.

Lilach Bullock, one of Forbes top 20 women social media influencers, teaches you the tricks of the trade to become a highly effective digital seller.

Get real-world experience.

Learn from real life simulations and case studies. Develop your experience using the latest tools for online engagement, sales, CRM, social marketing and analytics.

Score your first job with us!

Worried about breaking into the industry? Our graduation guarantee gives certified students the opportunity to score your first job with us.

Digital & Social Selling Certified Associate

Practical advice, real-world case studies and mentoring from one of the world's leading social influencers.

Keen to take your sales skillset to the next level? Our Digital & Social Selling Certified Associate course is here to give you that extra competitive edge. Gain deep insights into the art of digital and selling as our experts guide you through everything you need to know about social selling, branding, buyer personas, conversion optimisation and more.

Get practical, hands-on experience with the latest sales intelligence tools and real-world case studies as you learn how to generate better quality prospects, drive faster conversions and boost sales. The perfect course for budding digital entrepreneurs, freelancers and e-commerce store owners.

Delivered in partnership with:



Course at a glance



10
HOURS
instructor-led training



7+
HOURS
self-paced video



10
EXERCISES
Hands-on projects



180
DAYS
of access

Take your sales to the next level

Gain deep insights and develop practical skills to help you master the art of digital and social selling. The course covers seven aspects including social selling, branding, buyer personas, conversion optimisation and much more...



Get ready to:

- Develop your skills by learning how to use modern tools to manage leads, boost online engagement and hit your sales targets.
- Learn effective techniques on how to take a prospect and convert them into a loyal customer.
- Discover how to identify buyers to help you better understand your customer and what they want.
- Learn how to formulate, plan, and execute effective digital selling strategies to reach the right customers with the right message at the right time.
- Dive into real world case studies, relevant industry-specific projects and quizzes designed to make you a better digital and social seller for your personal business and beyond.
- Discover new and exciting insights into the digital selling world that you may have never encountered before. Even if you have a background in digital marketing or sales, you'll learn fresh, critical detail to boost the effectiveness of your performance.

Get certified by world-leading trainers Simplilearn

Become a Digital & Social Selling Certified Professional with Simplilearn by:

- Successfully completing 85 percent of the course
- Completing one project and one simulation test
- Complete course assessment with a minimum score of 80 percent

Your guaranteed job on completion

When you finish your course, we've got a job waiting for you!

Whether you make it your full-time job, use it build out your portfolio with real-world experience and data, or just want a nice side hustle. On completion of the DCMA course you've got a job right here at Murphy College.

Put your new-found skills to use and receive 20% commission on all sales referred to Murphy College. Develop your own advertising campaigns, roll out a content marketing strategy, or spread the word on social media. We know you'll have the skills, so we want you on our team!

If creating content or being a social-media star is more your thing, we also pay graduating students for content on our blog and social media channels. So learn, earn, and help spread the word!



Course Syllabus

MODULE 1

ATTRACT YOUR CUSTOMERS

MODULE FEATURES

- 2+ hours of video content
- 2 progress quizzes
- 1 project

END OF MODULE PROJECT

- Building digital sales credibility

LESSONS

LESSON 1	What is digital selling	LESSON 7	Building a strong personal brand
LESSON 2	What makes a successful digital business	LESSON 8	Enhancing social credibility
LESSON 3	The difference between digital selling and social selling	LESSON 9	Managing your social platforms 1
LESSON 4	The importance of digital selling tools	LESSON 10	Managing your social platforms 2
LESSON 5	Importance of developing a strong social media profile	LESSON 11	Managing your social platforms 3
LESSON 6	Advantages of building a personal brand	LESSON 12	Managing your social platforms 4

MODULE 2

CONNECT WITH YOUR CUSTOMERS

MODULE FEATURES

- 2+ hours of video content
- 2 progress quizzes
- 1 project

END OF MODULE PROJECT

- Identifying buyer personas

LESSONS

LESSON 1	Defining the buyer journey	LESSON 7	CRM and marketing automation and their value in digital selling
LESSON 2	Introduction to digital buyer profiles	LESSON 8	The importance of a digital sales hub
LESSON 3	Honing your target buyer personas	LESSON 9	Measuring buyer engagement
LESSON 4	The value of sales intelligence	LESSON 10	Introduction to digital selling tools
LESSON 5	Sales intelligence tools and how to use them	LESSON 11	Converting prospects into customers
LESSON 6	Research market trends		

MODULE 3

ENGAGE WITH YOUR CUSTOMERS

MODULE FEATURES

- 1 hour of video content
- 1 progress quiz
- 1 project

END OF MODULE PROJECT

- Identifying buyer personas

LESSONS

LESSON 1	Creating persona-specific content and delivering it	LESSON 4	Creating a multi-channel campaign
LESSON 2	Establishing thought leadership	LESSON 5	Essential content management tools
LESSON 3	Setting up your content creation calendar		

MODULE 4

CONVERT AND GROW YOUR CUSTOMERS

MODULE FEATURES

- 1+ hour of video content
- 1 progress quiz
- 1 project

END OF MODULE PROJECT

- Identifying buyer personas

LESSONS

LESSON 1	Optimizing your campaign calendar	LESSON 5	Importance of developing customer relationships
LESSON 2	Tailoring your message to suit the buyer persona	LESSON 6	Using digital selling to aid customer expansion
LESSON 3	How to engage with buyer personas to drive sales	LESSON 7	Handling negative customer experiences
LESSON 4	Managing your digital sales campaigns	LESSON 8	The future of social and digital selling

Learn from the best

Lilach Bullock, Social media

Founder of Askilach.com, Forbes Top Women Social Media Influencer

Lilach Bullock is one of the world's foremost experts on social media marketing for small businesses. A highly regarded speaker on the world circuit, she was listed in Forbes as one of the Top 20 Women Social Media Power Influencers and crowned the Social Influencer of Europe by Oracle. She's an expert on how to upscale digital businesses and now she's here to teach you how to do the same.



Frequently asked questions

Are these training classes live or will I watch pre-recorded videos?

These are pre-recorded videos which you can watch at your own pace. You can easily rewind and go over topics which you think require more attention.

Can I cancel my enrollment? Will I get a refund?

Yes, you can cancel your enrollment if necessary. We will refund the course price after deducting an administration fee.

What is covered under the 24/7 Support promise?

We offer 24/7 support through email, chat, and calls. We also have a dedicated team that provides on-demand assistance through our community forum.

What's more, you will have lifetime access to the community forum, even after completion of your course with us.



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