



# Certified Hospitality Digital Marketer Certification Application

*“How does one actually become a bona fide whiz in social media?” and, “What does it even really mean to be an SEO expert?” To answer the latter, is it simply a matter of researching the nuances of Google Analytics, reading industry blogs, knowing how meta tags work and being under 35 years old? Or, is there an earned and laborious process to this involving schooling and professional experience towards mastery? How does one distinguish between the true masters and those selling snake oil?”*

- Larry Mogelonsky, on [hotelexecutive.com](http://hotelexecutive.com)

## About the Certified Hospitality Digital Marketer (CHDM)

Designed specifically for the hospitality industry, the CHDM identifies candidates able to leverage their knowledge of the Internet marketing channel to maximize direct online revenues through:

- Lead generation
- Customer engagement and loyalty
- Online brand awareness
- Positive product exposure

In the end, those with the CHDM certification will exhibit expertise in most tactical areas of digital marketing, be proficient in creating basic strategic initiatives, utilize the analytical and management tools necessary to communicate results, and execute effective digital marketing plans in a hospitality environment.

### Who should get certified?

Hospitality employees wanting to expand their roles

Executives wanting to understand this media

Digital marketers from other industries wanting to enter the hospitality industry

### What does the CHDM encompass?

Review the appendix to this application for the CHDM syllabus which addresses each of the three sections of the certification: 1) Digital Marketing Impact; 2) Strategy & Tactics; and, 3) Analytical, Productivity and Management Tools.

### How to Become a CHDM

The CHDM certification program is a three-part process in which you must:

1. Complete the CHDM application to demonstrate your eligibility.
2. Participate in a series of three online learning modules (available 24/7).
3. Pass an online exam covering the CHDM syllabus content.

CHDM applications may be sent to HSMIA any time throughout the year. Once approved, you may study the online modules and study guide, and take the online exam at a time of your choosing, as long as it is within one year of having your application approved.

## CHDM Fees

Fees must be paid by credit card, international bank transfer, or check made payable to HSMAI. All fees are subject to change at any time. Fees are also non-refundable and non-transferable.

<i>Fees Related to the CHDM Program</i>	<i>Fee in USD HSMAI Members</i>	<i>Fee including HSMAI Membership</i>
Registration Fee <i>Includes application processing fee, access to three online learning modules, digital copy of the CHDM study guide, and the exam</i>	\$520	\$645
Re-examination Fee	\$45	\$45

## Applying for the CHDM Designation

Eligibility is determined by four main areas on the application. To qualify, you must have a minimum of 50 points:

<i>Focus Area</i>	<i>Minimum Points Required</i>	<i>Maximum Points Allowed</i>
Professional Experience	2	10
On-the-Job Responsibilities	3	25
Industry Activities	1	10
Education	20	NA

Once your application is approved, you will be eligible to take the online exam.

## Taking the CHDM Examination

The examination component of the certification consists of an online written examination of fifty (50) questions. You will have sixty (60) minutes to complete the exam. All questions are based on the study guide, *Digital Marketing Strategy and Tactics for Hoteliers: The CHDM Study Guide* and the three associated online learning modules:

1. Strategic Impact of Digital Marketing
2. Digital Marketing Tactics
3. Digital Marketing Resource Management



# Certified Hospitality Digital Marketer Certification Application

## I: Applicant Information

In the space below, please provide your primary contact information. HSMAI will use the information provided to contact you regarding your application status and all future communications.

Date of Application:	
Full Name:	
Job Title:	
Employer:	
Mailing Address:	
City, State/Province	
Zip/Postal Code	
Country	
Phone:	(        )
Fax:	(        )
Email:	

## II: Professional Experience – Minimum 2 Points

Candidates must have attained a minimum of one (1) year of verifiable professional experience in either hospitality, or digital marketing. Please include here a link to your bio in LinkedIn or submit a resume with your application:

\_\_\_\_\_

First 1 year of experience – 2 points  
Each additional year of experience – 1 point

		<b>Total Experience Points</b>	

### III: On-the-Job Responsibilities for the Last Two (2) Calendar Years – Minimum 3 Points/Maximum 25 Points

Candidates must have had some on-the-job responsibilities in digital marketing in the last two (2) calendar years.

- Responsible for annual marketing budget under \$100,000 – 3 points
- Responsible for annual marketing budget between \$100,000 – \$500,000 – 6 points
- Responsible for annual marketing budget between \$500,000 – \$1 million – 9 points
- Responsible for annual marketing budget above \$1 million – 12 points
- Responsible for marketing for 1 - 3 properties – 3 points
- Responsible for marketing for 4 - 9 properties – 6 points
- Responsible for marketing for 10 or more properties – 9 points
- Responsible for managing OTA relationships for a property(s) [spending at least 25% of your time] – 3 points

Responsibility	Dates of Responsibility	Points
<b>Total Responsibilities Points</b>		

### IV: Industry Activities – Minimum 1 Points/Maximum 10 Points

Candidates must have contributed to or been involved in the hospitality industry.

#### A. Membership in an Industry Organization

- Member of HSMAI – 2 points per year
- Member of another hospitality industry association – 1 point per year

Association Name	Dates of Membership	Points
<b>Total Membership Points</b>		

**B. Leadership in an Industry Organization**

- Member of HSMAI Executive Committee or Board at the Regional or Global level – 5 points President of an HSMAI professional chapter – 5 points
- Other officer or director of an HSMAI chapter – 2 points per year served
- HSMAI Digital Marketing Council member – 2 points per year served
- President of a chartered HSMAI collegiate chapter – 1 points
- Officer or committee chair of another hospitality industry association – 1 point per year

Association Name	Your Role	Dates of Service	Points
<b>Total Association Service Points</b>			

**C. Authoring Published Articles**

Authoring a published article on digital marketing – 1 point per article

Article Title	Publication	Date of Publication	Points
<b>Total Publishing Points</b>			

**D. Speaking at Industry Programs/Meetings**

Speaking on digital marketing at an industry program or meeting – 1 point per presentation

Presentation Title	Program/Meeting Name	Date of Program/Meeting	Points
<b>Total Publishing Points</b>			

## V: Education – Minimum 20 Points/No Maximum

### A. Higher Education Coursework

- Post-graduate Hospitality or Business Administration degree (e.g., MA, MBA, MS, PhD) from an accredited institution or university – 15 points
- Post-graduate degree, other than Hospitality or Business Administration, from an accredited institution or university – 10 points
- Bachelor’s degree in Hospitality Administration from an accredited institution or university – 20 points
- Bachelor’s degree, other than in Hospitality Administration, from an accredited institution or university – 15 points
- Associate’s degree in Hospitality Administration from an accredited institution or university – 10 points
- Associate’s degree, other than in Hospitality Administration, from an accredited institution or university – 5 points
- Professional development marketing course from an accredited college or university – 1 point per completed course

Degree or Course Name	Institution	Dates of Study	Points
<b>Total Higher Education Points</b>			

### B. Non-Academic Coursework

Non-academic coursework must have been completed within two (2) years of the date of application submission.

- Attendance at the annual HSMIAI Digital Marketing Strategy Conference – 8 points per conference
- Attendance at an HSMIAI chapter digital marketing or general education program – 1 point per 60 minute session
- Attendance at an HSMIAI University webinar (live or archived) – 1 point per 60 minute session
- Brand-sponsored marketing training – 8 points per each one-day session
- Completion of a digital marketing seminar/workshop – 3 points per each ½ day session (e.g., TripAdvisor Masterclass)

Course Name	Presented By (Organization Name)	Date(s)	Points
<b>Total Non-Academic Coursework Points</b>			

## VI: Additional Certification – No Minimum / No Maximum

You may claim 5 points per certification that you hold in certain other related disciplines within the hospitality industry including the Certified Hospitality Sales Executive (CHSE), Certified in Hospitality Business Acumen (CHBA), Certified Meeting Professional (CMP), Certified Hotel Administrator (CHA), Certified Hospitality Marketing Executive (CHME), and Certified Revenue Management Executive (CRME).

You may also claim 5 points per digital marketing certification, including but not limited to:

- Google AdWords Certification
- SEO Certification
- Omniture Certification
- eMarketer certifications

Certification	Date Awarded	Points
<b>Total Certification Points</b>		

## VII: Point Totals

Enter your point totals from each section above. You must have a minimum of 50 points.

Section	Total Section Points
Professional Experience	
On-the-Job Responsibilities	
Membership in an Industry Organization	
Leadership in an Industry Organization	
Authoring Published Articles	
Speaking at Industry Programs/Meetings	
Higher Education Coursework	
Non-Academic Coursework	
Additional Certification	
<b>Total Cumulative Points</b>	

## VIII: Application Submission Fee

### **PAYMENT METHOD:**

#### **HSMAI Members:**

- CHDM Certification Application and Exam: USD\$520

#### **Non-Members residing in the Asia Pacific region:**

- CHDM Certification Application and Exam including 12 months HSMAI Membership: \$645 USD.

Questions about payment types for Asia Pacific based residents:

[hsmasecretariat@gmail.com](mailto:hsmasecretariat@gmail.com)

## Mailing Instructions

Before mailing, check that all required attachments are enclosed and submitted in English. Mail completed application form, attachments and application submission fee to:

**Kathleen G. Tindell**  
**Program Director, HSMAI University**  
**Hospitality Sales & Marketing Association International (HSMAI)**  
**1760 Old Meadow Road, Suite 500**  
**McLean, VA 22102**  
**ktindell@hsmi.org t: + 1 -703-**  
**506-2010**  
**f: +1 703-506-3266**



## Maintaining Your CHDM Certification – Recertification\*

Certifications expire on December 31, two years from the year a person originally certified (e.g., if you certified in 2012, regardless of which month of the year, your certification is due for renewal by December 31, 2014).

To be recertified, no exam is required; however, CHDMs must participate in a minimum of 20 hours of digital marketing training. Training can include, but is not limited to, conferences, webinars and e-learning, college or graduate level courses, etc. All training points claimed must have been earned since the date of initial CHDM certification or last renewal. Therefore it is important that you keep track of all your education and training activities each year even after receiving the CHDM.

Annual recertification notices are sent as a courtesy in the first quarter of the year in which the individual is due for renewal and additional reminders are sent throughout the year. With that notice, CHDMs receive information regarding the recertification process and instructions to access the recertification application form and guidelines.

The completed application and recertification fee is due October 15. A late fee will be applied to applications received between October 16 and December 31. It is the CHDM's responsibility to make a note of their recertification date, which is provided on the CHDM certificate mailed after successful completion of the examination. Adhering to all deadlines is the responsibility of the CHDM.

<i>Fees Related to CHDM Recertification</i>	<i>Fee in USD HSMAI Members</i>	<i>Fee in USD Non-Members</i>
CHDM Recertification Fee – by October 15	\$150	\$200
Late Recertification Fee – after October 15 and before December 31	\$200	\$250
Lapse Year Recertification – by December 31 of the year following recertification year	\$300	\$350



## Certified Hospitality Digital Marketer (CHDM)

This digital marketing certification program designed specifically for the hospitality industry identifies candidates who are able to leverage their knowledge of the Internet marketing channel to maximize direct online channel revenues through lead generation, customer engagement and loyalty, online brand awareness and positive product exposure. At the conclusion of this certification, the candidate will exhibit expertise in most tactical areas of digital marketing, be proficient in creating basic strategic initiatives, utilize the analytical and management tools necessary to communicate results and execute an effective hospitality digital marketing plan.

### **Section One: Digital Marketing Impact**

Digital marketing goals have remained relatively consistent for the past ten years, but the delivery methods, communication style, technology, analytics and most importantly the speed with which information gets to consumers has changed. This section addresses the importance of the digital marketing platform to the overall marketing strategy.

### **Section Two: Strategy and Tactics**

Each of the following chapters covers the information candidates must understand and connect to their overall digital marketing strategy. Certification candidates will be able to make recommendations for resource allocation based on greatest expected return, suggest a strategic direction, and also display expertise in the tactical areas and execution of each topic.

#### ***Hotel Website***

Currently, the hotel website represents the best opportunity for high volume, low cost bookings. Before investing in a hotel website, several factors need to be considered. Once the investment decision is made, there is a finite list of must-haves to ensure your website is user friendly, search engine friendly and booker friendly.

This chapter identifies best practices in the creation and maintenance of a hotel or resort website including content, user friendliness, search engine optimization, customer engagement, and ease of booking. It also covers the selection a development vendor, website functionality, social media integration, and analytics.

### ***Search Engine Optimization (SEO)***

This overused and often misunderstood practice is defined in this session and addresses optimization strategy, including keyword research, search engine friendly design, link building and local strategies. This section introduces analytics reporting in order to be able to maximize the SEO process as it applies to website, social, local, and mobile.

### ***Paid Advertising***

Paid advertising includes Search Engine Marketing (SEM) and Display Advertising. SEM works best at the bottom of the conversion funnel, capturing consumers at the moment of intent; Display Advertising works extremely well higher in the funnel to generate awareness.

This chapter identifies when the use of paid advertising, and what type, is appropriate whether it is via networks, mobile ads, banner ads, or video. Other topics include keyword research, setting up and executing campaigns in Google Ad words or similar platforms, ad copy and headlines, retargeting, and evaluating the analytics of the results to determine future actions.

### ***Mobile***

Today 40% of leisure travelers and 36% of business travelers use mobile search engines to find hotels. Mobile is divided into two categories for our purposes – smartphones and tablets. Consumer behaviors vary broadly depending on the mobile platform used and it is critical to understand those motivations in order to capture a fair share of the mobile market.

Key points covered in this chapter include the differences between optimized versus compatibility, mobile apps versus mobile websites, and responsive versus device specific design; when and where mobile devices are used – what drives the decision of the device and the activity, and how it is relevant for hoteliers; and, best practices for mobile optimization.

### ***Email***

Email marketing is a valuable tool in the digital marketing toolbox, but like any tool, it needs to be used for the appropriate job. There are a number of important elements to consider when planning email marketing such as targeted lists, the email copy, your offer, links, and your call to action.

This chapter outlines critical factors in successful email marketing campaigns, best practices for email marketing specifically for hoteliers, and the role of lead nurturing in acquiring new customers.

### ***Social Media***

This chapter reviews the top hospitality social media categories identifying the opportunities and related risks within each. It also covers best practices to enhance social media storytelling on five key social channels, and key performance metrics to measure the impact of social media.

### ***Location Based Marketing***

Location based marketing in the digital age can be divided into two primary areas of focus: marketing to prospects based on your own location, regardless of where the prospect is located; and, marketing to those prospects that are near to your location, also known as proximity marketing.

Key points covered in this chapter include the tools and tactics for location and proximity marketing, optimizing location in search, and gamification as a part of proximity marketing.

### ***Public Relations***

Like most marketing tools in the digital age, public relations has evolved beyond a one-way communication process into an interactive tool that allows and, in fact, encourages ongoing feedback. Once targeted only toward media outlets, public relations now has multiple audiences, often dealing directly with customers instead of through an intermediary source.

This section introduces distribution methods for public relations releases and PR topics that are relevant for hoteliers.

### ***Rich Media***

Rich media for hotels includes photos, full motion video, 360 ° virtual tours, digital slideshows, interactive schematics and audio. Storytelling comes to life with rich media, and the better the story, the stronger the connection made between hotel and consumer. Travelers rely on rich media to inform themselves, help plan itineraries, and give them confidence to make their lodging purchases.

This section reinforces the value of rich media in a hotelier's digital marketing toolbox while demonstrating how the targeted use of rich media can increase bookings. It also covers the importance of storytelling by visual methods and how it impacts online shopping behaviors, and best practices for the use of rich media across multiple channels.

### ***Online Travel Agencies (OTAs)***

There are three primary business models for OTAs – retail, merchant and opaque/auction sites – and understanding the differences is critical in order to maximize the potential of this channel. This chapter outlines the journey of the consumer through the available websites that leads to purchase and what impacts those behaviors. It also covers best practices in working with the OTAs for long-term, sustainable ROI.

### ***Blogs***

Hotel blogs play several roles in the digital marketing landscape – providing fresh content for search engines, new information for your prospects, current information for your existing customers, and a way to target key customer segments. In order to maximize the benefits a blog can provide, this chapter considers blog platforms, blog strategy, ongoing action steps to keep content dynamic, and key measurements.

### ***Review Sites***

Online reviews drive business because consumers trust each other as much, if not more, than they trust hotel marketing. Positive reviews, management responses, up-to-date content, and photos are the primary factors that contribute to an online review strategy.

The chapter highlights best practices for increasing ratings and positive review contributions, managing negative reviews, and using aggregators to cover a broader range of results.

## **Section Three – Analytical, Productivity and Management tools**

This section is focused on the analytical tools available for each channel and platform, as well as the best practices regarding testing, and results reporting. It covers not only understanding how to collect various tool and platform analytics, but knowing how to interpret the findings to stakeholders outside of the digital marketing role.

### ***Analytics***

Achieving an ROI is only possible if using the various analytic tools available for each channel. This section addresses best practices for mining content on the web in order to analyze browsing behavior, executing an advertising strategy for both search and display, reporting quantitative results, and taking action on web and email analytics to improve performance.

### ***Management Tools***

This section covers communicating the results of the analytics from different channels – social, web, email, advertising and mobile – in order to provide necessary, valid information to hospitality leaders outside of the digital marketing area.