



ICDL Professional
Professionals Occupational Effectiveness

The Digital Marketing module covers the main concepts and skills of digital marketing, such as creating a web presence, optimising content for search engines, using social media platforms, selling online, and different types of advertising, as well as monitoring and improving campaigns using analytics.

Digital marketing is a growing sector and workers with these skills are in demand. This module is suitable for a wide range of candidates; for example, entrepreneurs, employees of small- and medium-sized enterprises, students, and marketing professionals who want to build and certify their digital marketing skills.

Develop the skills needed to plan, execute, and measure an effective digital marketing campaign

Objectives

- Understand key concepts of digital marketing,
- Understand various web presence options and how to select appropriate keywords for search engine optimisation.
- Recognise different social media platforms, and set up and use common platforms.
- Understand how effective social media management assists in promotion and lead generation.
- Use a social media management service to schedule posts and set up notifications.
- Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing.
- Understand and use analytics services to monitor and improve campaigns.

Outcomes

- Understand digital marketing concepts and terms.
- Recognise the importance of different tactics and when to use them
- Identify different tools and platforms and know what they are used for
- Outline the considerations and options for creating campaigns
- Understand insights and analytics and what services are available to measure them.

Key Courses

- Digital marketing concepts
- Web presence
- Social media setup
- Social media management
- Online marketing and advertising
- Analytics

Certification Awarded Upon Completion