ICDL-DM

WSQ ICDL Digital Marketing

2 Days Course • Instructor-Led Training (English)

About The Course

This course is specially designed for users who want to learn the essential concepts and skills relating to the fundamentals of digital marketing. Understanding the significance of digital marketing which is widely adopted in today's businesses. Get to know the different digital marketing techniques and tools on various platforms (but not limited to) such as Facebook, Google AdWords, Google Analytics and MailChimp.

Audience Profile

Information workers who need to have digital marketing knowledge in daily work processes.

Course Outcome

- Understand key concepts of digital marketing, including advantages, limitations, and planning.
- 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

Pre-Requisites

Participants need to have basic computer operating system skills and be able to operate mobile devices.

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Course Outline

18 Sections

Section 1: Key Concepts

- Digital marketing overview
- Digital marketing techniques
- Digital marketing goals
- Digital marketing advantages
- Digital marketing limitations
- Legal and regulatory obligations

Section 2: Planning

- Digital marketing strategy considerations
- Design considerations
- Content marketing
- Policies and access controls

Section 3: Web Presence options

- Web presence solutions
- Creating a web presence
- Content management systems

Section 4: Website Considerations

- Website structure
- Website design
- Website content
- Website promotion

Section 5: Search Engine Optimisation

- Search Engine Optimisation Overview
- Keywords for SEO

Section 6: Social Media Marketing Considerations

- Social media platforms
- Social media marketing campaigns

Section 7: Social Media Accounts

- Social media profile types
- Creating a social media business profile
- Editing a social media business profile

Section 8: Using Social Media

- Social media actions
- Creating and updating posts

Section 9: Social Media Management Services

- Social media management services
- Scheduled posts
- URL shorteners

Section 10: Social Media Marketing and Promotion

- Influencers, reviews and referrals
- Targeted audience
- Engaging content

Section 11: Social Media Engagement, Lead Generation and Sales

- Comments and notifications
- Calls to action

Section 12: Online Advertising

- Online advertising overview
- Search engine marketing platforms
- Online advertising platforms
- Types of online advertisement
- Social media advertising

Section 13: E-mail Marketing

- E-mail marketing platform
- Creating an e-mail marketing account
- Creating and managing contact lists
- Creating and managing e-mail campaigns

Section 14: Mobile Marketing

- Mobile marketing overview
- Mobile applications
- Mobile marketing considerations
- Mobile advertising

Section 15: Web Analytics

- Analytics overview
- Website analytics overview
- Using website analytics

Section 16: Social Media Insights

- Social media insights overview
- Using social media insights

Section 17: E-mail Marketing Analytics

- E-mail marketing analytics overview
- Using e-mail marketing analytics

Section 18: Online Advertising Analytics

- Online advertising analytics overview
- Using online advertising analytics