

Certificate in Digital Marketing (QQI level 5) Course

Summary

The Digital landscape is changing rapidly. New channels, strategies and benchmarks appear on a daily basis.

This practical hands on course will give you a complete overview of all of the core channels and how they fit together in order to plan and deliver successful digital and social media marketing campaigns, applicable for both B2B and B2C businesses.

Course Aims & Learning Outcomes

Over the duration of the course you will learn the following:

- How to target and engage with your prospects & customers across the digital channels
- Search strategies, testing options & landing page best practices to generate leads
- How to use social media to reach & engage with the right audiences anywhere on the web
- Multi-channel content marketing & how you can measure your ROI
- How to execute and improve the ROI of any online campaign
- How to stay current and competitive on the latest digital & social media trends
- How to use your web analytics to measure what matters, identify changes that you can make to improve business results quickly
- Which metrics to focus on based on your objectives, audience and offering
- How to plan a digital marketing campaign from inception to completion
- You will gain practical, real-world digital marketing training that will grow your business and accelerate your career

Is the Certificate in Digital Marketing Course for me?

Whether you are looking to grow your business, develop business opportunities or build and advance your career, this course is relevant for most professionals in business today.

- Small Business owners/managers
- Sales & Marketing professionals
- IT & HR professionals
- Recruiters
- Consultants and Account Executives

What do I need to bring?

You are not required to bring anything with you, any required course materials will be provided.

Course Outline

<p style="text-align: center;">Module 1 Introduction to Digital Marketing</p>	<p style="text-align: center;">Module 2 Search Engine Optimisation</p>
<p>This course will provide you with the skills and knowledge to understand the fundamental digital marketing planning concepts for an organisation together with key factors involved with the implementation, evaluation and measurement of running successful Digital Marketing and Social Media campaigns.</p> <p>Covered on this module</p> <ul style="list-style-type: none"> • Introduction to the SureSkills Diploma in Digital Marketing • Logistics & key Digital resources • Overview of the course and assignment • Overview of the Digital Marketing landscape • Digital Marketing channels • Benefit and Importance of content and inbound marketing • Case studies 	<p>Search engine optimisation (SEO) involves achieving the highest position or ranking in the organic listings in the search engine results pages (SERPS) across a range of keywords or phrases entered by search engine users. SEO is one of the most cost-effective digital marketing techniques, but also one of the most challenging to get right.</p> <p>Success in SEO is dependent on understanding the most important SEO ranking factors which will give you the best position and then working hard to perform better than your competitors. It is very important to stay up to date on the latest algorithm changes that Google makes. After completing this module you will have a good understanding of the principles of SEO, how to implement these techniques which will start to increase your website rankings on Google.</p> <p>Covered on this module</p> <ul style="list-style-type: none"> • Introduction to Search Engine Marketing • Why Search Engine Marketing is so important and how it works • The Search Engine Optimisation process • SEO planning, keyword research and analysis • On-page optimisation • Off-page optimisation • Link Building • Conversion Optimisation • Localisation and getting found in Local Search • A structured process for SEO with 10 top tips and best practices.
<p style="text-align: center;">Module 3 Pay Per Click</p>	<p style="text-align: center;">Module 4 Google Analytics</p>
<p>Pay per click (PPC) is an advertising model used on websites, advertising networks and search engines where advertisers pay when a user clicks on an ad to visit the advertiser's website. Advertisers bid on the keywords/phrases they believe their target market would search for when they are looking for a product or service.</p> <p>PPC campaigns can be one of the most effective forms of online marketing as your ads are visible to a targeted audience at the time when they are</p>	<p>Google Analytics is a website reporting platform. Google Analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back. You can decide what data you want to view and customize your reports, with just a few clicks. Knowing how to get the most out of your data is essential.</p>

<p>looking for a product or service. As PPC markets are becoming increasingly competitive, you need an effective strategy or you're throwing money (and traffic) away. This PPC modules looks at what strategies, tools and techniques you need to achieve successful pay per click.</p> <p>Covered on this module</p> <ul style="list-style-type: none"> • Pay Per Click and Search Engine Marketing • The paid search market • How Google Adwords works • Setting up an adwords account • Keywords • Adtext • Landing pages • Display Network • Quality Score • Bidding • Reporting & Measuring • Mobile & Social • Further support & reading 	<p>During this module you will get practical advice on using the tool's full functionality. You will get a good working knowledge of the tools, technologies and data sources to improve results from your website through analysing site visitor characteristics and behaviour. Define key performance indicators and create a comprehensive measurement framework from advanced segments, to goals and multichannel analysis.</p> <p>Covered on this module:</p> <ul style="list-style-type: none"> • How Google Analytics works • Getting set up on Google Analytics • Privacy and Tracking codes • Understanding your visitors and improving reach • Tracking Goals • Using campaign tracking for social media • Google Analytics reports & actionable insights
<ul style="list-style-type: none"> • Module 5 • Facebook Marketing 	<p>Module 6 Linkedin for Business</p>
<ul style="list-style-type: none"> • How to ensure that your Facebook Page reflects your visual identity or that of your current marketing campaign • Understanding Facebook Page guidelines • Tips and tools for hosting competitions and promotions on your Facebook Page • Using applications to integrate your marketing Guidance managing Facebook comments • Developing a content plan that will support your Facebook marketing goals • How to increase visibility of your Facebook Page through Facebook advertising • Measuring the impact of your Facebook marketing through Facebook Insights • A checklist to help you plan for a successful Facebook campaign • Best practice tips for using Facebook Groups to host a private community 	<ul style="list-style-type: none"> • Understanding the new LinkedIn layout for personal profiles and how to optimise it for lead generation • Best practice tips for building your business network on LinkedIn • Best practice tips for LinkedIn endorsements and recommendations • Etiquette for participating in LinkedIn Groups to help you build visibility an authority in your field • Essential tips for setting up your own LinkedIn Groups • Establishing a Company Page to promote your products and services • An overview of Linked Advertising to help you promote your products and services
<p>Module 7 Mobile Marketing</p>	<p>Module 8 Display Advertising</p>
<p>Mobile is growing faster than any technology before; the trend of consumers favouring mobile devices is very strong in Ireland – with an explosive growth in smartphone and tablet ownership in the last year. With 10,000 iPhones sold in Ireland every week, 3 in 4 Irish are currently own a smartphone while 2 in 5</p>	<p>During this session you will be introduced to the ever growing area of Display and Banner advertising, which now plays a pivotal role in every organisations marketing strategies.</p>

are estimated to own a tablet. Local is a major component of mobile search traffic, after looking up a local business on smartphones, 61% of users have called the business and 59% have visited. With this in mind it's not just your websites that needs to be mobile, you need to make sure that everything you do on the Internet works on a mobile platform.

Covered on this module:

- Mobile traffic v's desktop traffic
- Smartphones in demographics
- Mobile browsing
- Social Media Marketing and mobile
- Mobile Apps
- Mobile commerce
- Mobile Advertising
- Mobile Marketing Tools
- Mobile Landing Pages
- SMS
- Current and Future Trends
- Best Practice Case Studies

Our lecturer will introduce us to the key topics. i.e What is display advertising, formats and publishers, planning and pricing a campaign, getting creative in the process, tracking and reporting of the campaign, Smart Banners as well as helping participants understand the components of online advertising success and enable the students to be able to understand and construct and their very own online media campaign.

Covered on this module

- What is Display Advertising?
- Market trends
- Display Advertising Formats
- Publishers & monetisation
- Pricing
- Planning a campaign
- Creative & SMART banners
- Tracking & reporting

Module 9

Twitter, Blogging and online Video

Twitter

- Building a community of followers on Twitter
- How to create Twitter content that engages your followers
- Guidelines for using Twitter for customer support
- Tips and tools to for a successful Twitter marketing plan
- Guidance for hosting contests and competitions on Twitter
- Tips for measuring the effectiveness of your Twitter marketing

Online Video For Business

- Exploring the types of video that can support your marketing campaign
- Platforms and tools to help you create your online videos
- Platforms to host your online videos including using YouTube for business
- Essential best practice tips for using YouTube in your business to host your online videos

Module Eleven

Module 10

Email Marketing

Email is one of the quickest and most cost effective ways to promote your business, to get back in touch, to generate enquiries and drive sales. To be successful, an email campaign needs planning, realistic goals, timing and a secure platform to support it.

In this module you will learn how to get a better ROI from your Email campaigns by looking at common issues within all aspects of email marketing, from planning, setting realistic objectives and strategies, through to improving deliverability.

Leave this session with a new or refined email marketing strategy for your business and a stack of tips and tools to help you

Covered on this module:

- Understanding email marketing best practices
- Identifying ownership and where email marketing sits
- Briefing on the latest privacy laws and guidelines
- Building and segmenting your database
- Understanding Email reporting

Affiliate Marketing

In this session students will learn what exactly Affiliate Marketing is, the benefits of using Affiliate Marketing as an additional marketing channel, how and why set up an affiliate programme, what makes a successful affiliate programme and how to use affiliate marketing for lead generation.

Covered on this module

- What is Affiliate Marketing?
- The main players
- Affiliate networks
- How it all works
- Practical examples
- Affiliate marketing SWOT
- Why Set Up An Affiliate Programme
- Affiliate Marketing Benefits
- Affiliate Best Practice

- How to improve email campaign results
- Strategies to improve deliverability
- Multichannel marketing - integrating email with offline marketing
- Matching content and offers to audiences to achieve results

Module Twelve

Developing a Digital Marketing Strategy

Your business needs a clearly defined digital strategy to grow online. In order to do this you need a clear and coherent framework for producing a compelling digital marketing plan and this is ultimately about using best practice web analytics techniques to drive commercial value from digital marketing. This module will help you create a digital strategy that is directly focused at your digital target market.

Covered on this module:

- Bringing it all together
- Overview of the course assignment
- How to create a Digital Marketing plan
- Core components of a Digital Strategy
- Frameworks to follow
- Setting business objectives and Digital goals
- Trackable KPI's
- Developing a metrics mix
- Ongoing KPI & Metrics analysis

An emphasis on networking through the programme will be facilitated through:

- Online networking facilities such as online groups and emails from the SureSkills team.
- In-workshop group activities

Learning Approach

The focus of the training delivery concentrates on a balance of:

- Structured Training
- Formal Training
- Interactive Learning
- Teamwork and Team-building (Group dynamics and networking)
- Practical Exercises
- Individual Approach

- The use of handouts and audio-visual materials
- Trainer Presentation
- Active Participation
- Role Play
- Project Work and Continuous Assessment