ICDL Asia

ABOUT ICDL

Menu

DIGITAL MARKETING

Digital Marketing | Module Summary

THIS MODULE SETS OUT ESSENTIAL CONCEPTS AND SKILLS RELATING TO THE FUNDAMENTALS OF DIGITAL MARKETING, INCLUDING CREATING A WEB PRESENCE, OPTIMISING CONTENT FOR SEARCH ENGINES, USING SOCIAL MEDIA PLATFORMS, CARRYING OUT ONLINE MARKETING AND ADVERTISING ACROSS A RANGE OF SERVICES, AS WELL AS MONITORING AND IMPROVING CAMPAIGNS USING ANALYTICS.

SYLLABUS

The Syllabus sets out the specific knowledge and skills that make up this module, as informed by input from a wide range of expert input from the world's leading computer societies and independent subject matter experts.

Download the Digital Marketing Module Syllabus (PDF)

ON COMPLETION OF THIS MODULE THE CANDIDATE WILL BE ABLE TO:

- 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.

WHAT ARE THE BENEFITS OF THIS MODULE?

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Icdl Digital Marketing Icdl International Computer:

Unveiling the Energy of Verbal Artistry: An Mental Sojourn through **Icdl Digital Marketing Icdl International Computer**

In a global inundated with screens and the cacophony of instant connection, the profound energy and emotional resonance of verbal artistry usually diminish in to obscurity, eclipsed by the regular barrage of sound and distractions. Yet, nestled within the lyrical pages of **Icdl Digital Marketing Icdl International Computer**, a fascinating perform of literary brilliance that impulses with organic feelings, lies an unique trip waiting to be embarked upon. Published with a virtuoso wordsmith, that mesmerizing opus manuals visitors on an emotional odyssey, lightly revealing the latent potential and profound impact stuck within the complicated internet of language. Within the heart-wrenching expanse of this evocative examination, we shall embark upon an introspective exploration of the book is main subjects, dissect its fascinating writing style, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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