



# ABOUT ICDL

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## 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?

# Icdl Digital Marketing Icdl International Computer

**Lingsheng Yao**



**Icdl Digital Marketing Icdl International Computer:**

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