

[ICDL-DM]: WSQ ICDL Digital Marketing

Length	: 2 Days
Audience(s)	: Mix from various companies, industries, and departments
Technology	: Microsoft Operating System and Web Browser
Delivery Method	: Instructor-Led (Classroom) or Virtual Training

Course Overview

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.

At Course Completion

Participants 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.

Pre-Requisites

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

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Course Outline

Section 1: Key Concepts

Lessons

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

Section 2: Planning

Lessons

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

Section 3: Web Presence options

Lessons

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

Section 4: Website Considerations

Lessons

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

Section 5: Search Engine Optimisation

Lessons

- Search Engine Optimisation Overview
- Keywords for SEO

Section 6: Social Media Marketing Considerations

Lessons

- Social media platforms
- Social media marketing campaigns

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Section 7: Social Media Accounts

Lessons

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

Section 8: Using Social Media

Lessons

- Social media actions
- Creating and updating posts

Section 9: Social Media Management Services

Lessons

- Social media management services
- Scheduled posts
- URL shorteners

Section 10: Social Media Marketing and Promotion

Lessons

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

Section 11: Social Media Engagement, Lead Generation and Sales

Lessons

- Comments and notifications
- Calls to action

Section 12: Online Advertising

Lessons

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

Section 13: E-mail Marketing

Lessons

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

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Section 14: Mobile Marketing

Lessons

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

Section 15: Web Analytics

Lessons

- Analytics overview
- Website analytics overview
- Using website analytics

Section 16: Social Media Insights

Lessons

- Social media insights overview
- Using social media insights

Section 17: E-mail Marketing Analytics

Lessons

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

Section 18: Online Advertising Analytics

Lessons

- Online advertising analytics overview
- Using online advertising analytics

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