



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.

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?

- Covers the key skills and main concepts relating to digital marketing.
- Certifies best practice in digital marketing.
- Developed with input from computer users, subject matter experts, and practising digital marketing professionals from around the world. This process ensures the relevance and range of module content.

HOW DO I GET STARTED?

To find out more about this module and to locate your nearest accredited test centre, please visit www.ecdl.org/programmes.

SYLLABUS OUTLINE

CATEGORY	SKILL SET
Digital Marketing Concepts	<ul style="list-style-type: none"> • Key Concepts • Planning
Web Presence	<ul style="list-style-type: none"> • Web Presence Options • Website Considerations • Search Engine Optimisation
Social Media Setup	<ul style="list-style-type: none"> • Social Media Platforms • Social Media Accounts
Social Media Management	<ul style="list-style-type: none"> • Social Media Management Services • Marketing and Promotion Activities • Engagement, Lead Generation and Sales
Online Marketing and Advertising	<ul style="list-style-type: none"> • Online Advertising • E-Mail Marketing • Mobile Marketing
Analytics	<ul style="list-style-type: none"> • Getting Started • Web Analytics • Social Media Insights • E-mail Marketing and Online Advertising Analytics



