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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CL Gary

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Icdl Digital Marketing Icdl International Computer Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Icdl Digital Marketing Icdl International Computer**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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