



The Digital Skills Standard



ICDL Professional Digital Marketing Certification

The Digital Marketing module covers the main concepts and skills of digital marketing, such as creating a web presence, optimising content for search engines, using social media platforms, selling online, different types of advertising, as well as monitoring and improving campaigns using analytics.

Digital marketing is a growing sector and workers with these skills are in demand. As businesses access new markets through online channels, they need employees who can help to build their online trading and commerce capabilities.

This module is suitable for a wide range of candidates; for example, entrepreneurs, employees of small- and medium-sized enterprises, students, and marketing professionals who want to build and certify their digital marketing skills.

What you will learn :

- Digital Marketing Concept
 - Key concepts
 - Planning
- Web Presence
 - Web presence concepts
 - Website considerations
 - Search engine optimisation
- Social Media setup
 - Social media platforms
 - Social media accounts
- Social Media management
 - Social Media management services
 - Marketing and promotion activities
 - Engagement, lead generation and sales
- Online marketing & advertising
 - Online advertising
 - Email marketing
 - Mobile marketing
- Analytics
 - Getting started
 - Web analytics
 - Social media insights
 - Email marketing & online advertising analytics

Course Duration: **1 Day**
 Time: **9:30am-5:30pm**
 Course Fee: **RM650*+SST**

*per pax



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