

Diploma in Social Media and Digital Marketing Content

Module 1	Module 2
Introduction to Digital Marketing	Search Engine Optimisation
Introduction Logistics & key Digital resources Overview of the course and assignment Overview of the Digital Marketing landscape Digital Marketing channels Benefit and Importance of content and inbound marketing Case studies	Introduction to Search Engine Marketing Why Search Engine Marketing is so important and how it works The Search Engine Optimisation process SEO planning, keyword research and analysis On-page optimisation Off-page optimisation Link Building Conversion Optimisation Localisation and getting found in Local Search A structured process for SEO with 10 top tips and best practices
Module 3	Module 4
Pay Per Click (PPC) Campaigns	An Introduction to Google Analytics
Pay Per Click and Search Engine Marketing The paid search market How Google Adwords works Setting up an adwords account Keywords Adtext Landing pages Display Network Quality Score Bidding Reporting & Measuring Mobile & Social	How Google Analytics works Getting set up on Google Analytics Privacy and Tracking codes Understanding your visitors and improving reach Tracking Goals Using campaign tracking for social media Google Analytics reports & actionable insights

Module 5

Facebook Marketing

How to ensure that your Facebook Page reflects your visual identity
Understanding Facebook Page guidelines
Tips and tools for hosting competitions and promotions on your Facebook Page
Using applications to integrate your marketing
Guidance managing Facebook comments
Developing a content plan that will support your Facebook marketing goals
How to increase visibility of your Facebook Page through Facebook advertising
Measuring the impact of your Facebook marketing through Facebook Insights
A checklist to help you plan for a successful Facebook campaign
Best practice tips for using Facebook Groups to host a private community

Module 6

LinkedIn for Business

Understanding the new LinkedIn layout for personal profiles and how to optimise it for lead generation
Best practice tips for building your business network on LinkedIn
Best practice tips for LinkedIn endorsements and recommendations
Etiquette for participating in LinkedIn Groups to help you build visibility and authority in your field
Essential tips for setting up your own LinkedIn Groups
Establishing a Company Page to promote your products and services
An overview of LinkedIn Advertising to help you promote your products and services

Module 7

Mobile Marketing

Mobile traffic v's desktop traffic
Smartphones in demographics
Mobile browsing
Social Media Marketing and mobile
Mobile Apps
Mobile commerce
Mobile Advertising
Mobile Marketing Tools
Mobile Landing Pages
SMS
Current and Future Trends
Best Practice Case Studies

Module 8

Display Advertising

What is Display Advertising?
Market trends
Display Advertising Formats
Publishers & monetisation
Pricing
Planning a campaign
Creative & SMART banners
Tracking & reporting

<p>Module 9</p> <p>Twitter and Online Video</p> <p>Building a community of followers on Twitter How to create Twitter content that engages your followers Guidelines for using Twitter for customer support Tips and tools to for a successful Twitter marketing plan Guidance for hosting contests and competitions on Twitter Tips for measuring the effectiveness of your Twitter marketing Exploring the types of video that can support your marketing campaign Platforms and tools to help you create your online videos Platforms to host your online videos including using YouTube for business Essential best practice tips for using YouTube in your business to host your online videos</p>	<p>Module 10</p> <p>Email Marketing</p> <p>Understanding email marketing best practices Identifying ownership and where email marketing sits Briefing on the latest privacy laws and guidelines Building and segmenting your database Understanding Email reporting How to improve email campaign results Strategies to improve deliverability Multichannel marketing - integrating email with offline marketing Matching content and offers to audiences to achieve results</p>
<p>Module 11</p> <p>Affiliate Marketing</p> <p>What is Affiliate Marketing? The main players Affiliate networks How it all works Practical examples Affiliate marketing SWOT Why Set Up An Affiliate Programme Affiliate Marketing Benefits Affiliate Best Practice</p>	<p>Module 12</p> <p>Developing a Digital Marketing Strategy</p> <p>Bringing it all together Overview of the course assignment How to create a Digital Marketing plan Core components of a Digital Strategy Frameworks to follow Setting business objectives and Digital goals Trackable KPI's Developing a metrics mix Ongoing KPI & Metrics analysis</p>