

## ADVANCED DIGITAL MARKETING



This module establishes the critical context of Digital Marketing and sets out advanced concepts and skills that will help learners start a Digital Marketing function. An advanced level of the ICDL Digital Marketing module, it will give candidates a strategic perspective of this discipline, while equipping that with the necessary tactical elements essential to kickstart online marketing for any industry.

On completion of this module the candidate will be able to:

- Understand why Digital Marketing is highly relevant for modern business, compared to traditional marketing
- Understand advanced concepts of digital marketing, including advantages, limitations, strategizing, and planning
- Get a deeper understanding of Digital Marketing functions such as Social Media, Email Marketing, Online Advertising, and Search Engine Optimisation
- Understand various web presence options and how to select appropriate keywords for search engine optimisation
- Recognise different social media platforms, how social media can assist promotion and lead generation, how to set up and use common platforms
- Understand and use analytics services to monitor and improve campaigns
- Get sensitised to laws pertaining to Digital Marketing in this region

### WHAT ARE THE BENEFITS OF THIS MODULE?

- Covers advanced 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.

### SYLLABUS OUTLINE

CATEGORY	SKILL SET
Traditional Marketing vs Digital Marketing	<ul style="list-style-type: none"> <li>• Traditional Marketing – Approach</li> <li>• Traditional Marketing – Constraints</li> <li>• Digital Marketing – Approach</li> <li>• Digital Marketing – Opportunity</li> </ul>
Advanced Digital Marketing Concepts	<ul style="list-style-type: none"> <li>• Key Concepts</li> <li>• Digital Marketing – Characteristics</li> <li>• Digital Marketing – Implications</li> </ul>
Understand the Digital Audience	<ul style="list-style-type: none"> <li>• Initial Research</li> <li>• Understanding the Market</li> <li>• Search Engine Optimisation</li> <li>• Search Marketing</li> <li>• Email Marketing</li> <li>• Display Advertising</li> <li>• Social Media</li> <li>• Mobile Marketing</li> </ul>
Integrate Digital Marketing Channels	<ul style="list-style-type: none"> <li>• Planning</li> </ul>
Implement Digital Marketing Concepts	<ul style="list-style-type: none"> <li>• Search Engine Optimisation</li> <li>• Search Engine Marketing</li> <li>• Email Marketing</li> <li>• Digital Display Advertising</li> <li>• Mobile Marketing</li> <li>• Social Media Marketing</li> </ul>
Measure	<ul style="list-style-type: none"> <li>• Search Engine Optimisation</li> <li>• Search Engine Marketing</li> <li>• Email Marketing</li> <li>• Display Advertising</li> <li>• Mobile Marketing</li> <li>• Social Media</li> </ul>
Adhere to Laws	<ul style="list-style-type: none"> <li>• Guidelines</li> </ul>

### HOW DO I GET STARTED?

To find out more about this certification, please visit [www.icdlarabia.org/certifications](http://www.icdlarabia.org/certifications)

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