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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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Clifford Lane



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Table of Contents Icdl Digital Marketing Icdl International Computer

1. Understanding the eBook Icdl Digital Marketing Icdl International Computer
 - The Rise of Digital Reading Icdl Digital Marketing Icdl International Computer
 - Advantages of eBooks Over Traditional Books
2. Identifying Icdl Digital Marketing Icdl International Computer
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Icdl Digital Marketing Icdl International Computer
 - User-Friendly Interface
4. Exploring eBook Recommendations from Icdl Digital Marketing Icdl International Computer
 - Personalized Recommendations
 - Icdl Digital Marketing Icdl International Computer User Reviews and Ratings
 - Icdl Digital Marketing Icdl International Computer and Bestseller Lists
5. Accessing Icdl Digital Marketing Icdl International Computer Free and Paid eBooks

- Icdl Digital Marketing Icdl International Computer Public Domain eBooks
- Icdl Digital Marketing Icdl International Computer eBook Subscription Services
- Icdl Digital Marketing Icdl International Computer Budget-Friendly Options
- 6. Navigating Icdl Digital Marketing Icdl International Computer eBook Formats
 - ePub, PDF, MOBI, and More
 - Icdl Digital Marketing Icdl International Computer Compatibility with Devices
 - Icdl Digital Marketing Icdl International Computer Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Icdl Digital Marketing Icdl International Computer
 - Highlighting and Note-Taking Icdl Digital Marketing Icdl International Computer
 - Interactive Elements Icdl Digital Marketing Icdl International Computer
- 8. Staying Engaged with Icdl Digital Marketing Icdl International Computer
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Icdl Digital Marketing Icdl International Computer
- 9. Balancing eBooks and Physical Books Icdl Digital Marketing Icdl International Computer
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Icdl Digital Marketing Icdl International Computer
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Icdl Digital Marketing Icdl International Computer
 - Setting Reading Goals Icdl Digital Marketing Icdl International Computer
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Icdl Digital Marketing Icdl International Computer
 - Fact-Checking eBook Content of Icdl Digital Marketing Icdl International Computer
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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