



Get Ahead in  
Digital Transformation

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# Digital Marketing





## Why do this course?

In an increasingly global, digital and competitive world, companies must leverage new digital technologies to demonstrate differentiation, develop trust in their brands and access digital native markets where they are online.

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, engagement and retention. A digital marketer will have responsibility for some of the straightforward elements to the overall marketing plan or campaign.

This course will delve into the fundamentals of Digital Marketing and how this can aid a business and can launch a career in marketing.

## What will learners be able to do?

Understanding online presence and how websites work, related to business goals. Planning an online business strategy to improve business performance.

- Search engine basics including SEO and PPC
- Social media planning
- Mobile advertising
- Display advertising and retargeting
- Analytics and Insights



## Topics that will be covered:

### Marketing

The research, analysis and stimulation of potential or existing markets for IT and other products and services, both to provide a sound basis for business development and to generate a satisfactory flow of customer enquiries. The development of strategies, campaigns and day-to-day marketing activity delivered through appropriate channels for the specified employer. The effective measurement of related metrics such as likes, shares, reach, impressions, clicks and conversions to measure the success of campaign activity that delivers a Return On Investment to the business.



## What will the learner achieve?

The Get Ahead in Digital Transformation programme aims to add digital accountabilities to learner's existing roles or enable unemployed learners to take on new jobs with digital accountabilities. As part of the programme the learner can be coached toward achieving the Google Fundamentals of Digital Marketing Certificate



## How will employers benefit?

With improved digital skills in its workforce, businesses will be more able to effectively harness new and emerging technologies and will be able to expand into new markets and develop their product offering, adding more value to increasingly digital markets, benefiting from improved efficiencies, automation and production.



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