

Digital Marketing

Courses

1. SEO for Business

Duration: 80 minutes *(Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*

Right now, potential customers will be searching for your products and services - and if they don't find their way to your site, you could be deferring them to a competitor. Imagine if your website could rank above your competitors', using the kind of search terms that turn your visitor traffic into revenue. When it's done well, search engine marketing can give search engines exactly what they need to put your website in a prime position on Search Engine Results Pages.

The key is understanding what search engines need - and since 90% of all searches in the UK are via Google, this pretty much means understanding Google. This course will explain the proven techniques that will help you reach and maintain the number one results spot.

Course	Module Number	Module Name	Pass % Required
SEO for Business	1	Introduction to SEO	70
SEO for Business	2	Link Building	70
SEO for Business	3	On-Site SEO	70
SEO for Business	4	Social Media as part of SEO	70
SEO for Business	5	Local Search	70
SEO for Business	6	Pay Per Click (PPC)	70

2. Social Media for Business

Duration: 100 minutes *(Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*

The Internet has changed our lives both personally and commercially. The boundaries between personal and business communication are now much less defined. Three quarters of us in the developed world use the internet and Social media has become a serious business marketing technique with over 90% of businesses with an in-house marketing department using social media for marketing and committing up to 20% of marketers time in that direction. So far as your social media audience in concerned, 43% of people aged 20-29 spend more than 10 hours a week on social media sites.

The starting point in any social media activity for business is your website or microsite and your social media activities will invariably be referencing this site so the first measurement of success in your social media activity will be the traffic you're generating for your site through social media channels

This course is designed to assist people in business to understand how social media techniques can be used as an effective business marketing tool. The object is to provide sufficient information to

enable you to develop a social media strategy for a business and implement that strategy personally or through the informed engagement of third party specialists.

Course	Module Number	Module Name	Pass % Required
Social Media for Business	1	Introduction	70
Social Media for Business	2	What is Social Media?	70
Social Media for Business	3	Introduction to POST Methodology	70
Social Media for Business	4	Websites and Microsites	70
Social Media for Business	5	Facebook	70
Social Media for Business	6	LinkedIn	70
Social Media for Business	7	Twitter	70
Social Media for Business	8	Blogging	70
Social Media for Business	9	Video	70
Social Media for Business	10	Bringing it all Together	70
Social Media for Business	11	Is Social Media Worth It?	70

3. Facebook for Business

Duration: 80 minutes *(Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*

Facebook is the world's largest social network. With over a billion users it's very likely that a proportion of your target customer audience will have a Facebook account. In the 'Social Media for Business' course you'll have been encouraged to research and investigate the preferred social media platforms used by your target audience, so you should have a good idea at this point if Facebook is one of the right platforms for you.

Using Facebook in your business is about providing an effective means for your customers to interact with you and connect their friends to your business. Recommendation is the most powerful way a potential customer can be connected to a business, particularly when it's being recommended by a friend. So if you know that a trusted friend likes a particular brand, you're much more likely to engage with that brand.

Facebook is essentially a platform designed to facilitate social interaction between people with whom you've already established some mutual recognition.

Course	Module Number	Module Name	Pass % Required
Facebook for Business	1	An Introduction to Facebook	75

Facebook for Business	2	Setting up a Facebook Brand Page	75
Facebook for Business	3	Administrating your Facebook Brand Page	75
Facebook for Business	4	Adding Content to your Brand Page	75
Facebook for Business	5	Custom Applications	75
Facebook for Business	6	Getting People to your Brand Page	75
Facebook for Business	7	Facebook Advertising	75
Facebook for Business	8	Getting Website Traffic from Facebook	75

4. LinkedIn for Business

Duration: 45 minutes *(Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*

LinkedIn is a very well established and respected social network with over 259 million users in more than 200 countries. It's known as "Facebook in a Suit" or the most professional level of Social networking for businesses.

LinkedIn is a very valuable tool to find the key decision makers within certain companies. It's used for finding the best point of contact, gaining familiarity with their background before a call or sales pitch, making such contact much more effective.

It's a social network for professional people. Normally a person would create a LinkedIn profile that would include career details and would update their information periodically as to their current appointment. It would often include a personal statement, personal web address and possibly testimonials from employers and members of staff. If the person has particular interests both professionally and personally they may subscribe to one or more interest groups to receive updates and discussion opportunities.

Course	Module Number	Module Name	Pass % Required
LinkedIn for Business	1	Introduction to LinkedIn	70
LinkedIn for Business	2	Company Policies Relating to LinkedIn	70
LinkedIn for Business	3	How LinkedIn Works	70
LinkedIn for Business	4	Setting up your LinkedIn Profile	70

5. Twitter for Business

Duration: 55 minutes *(Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*

Twitter is a social media platform that is used by a wide range of people, from celebrities, who use it to communicate with their fans to companies and brands who can use it to engage their customers and attract new ones. It is also used by people for the social aspect – to chat and share information with friends. In fact, there is no restriction to who or what can have a Twitter account and often a larger company such as Starbucks will also have individual accounts for each product such as Frappuccino's and even individual store locations.

Using Twitter successfully requires a significant commitment of time – being active is key to your success. It's all about the image you create, and the best-viewed companies are the responsive ones.

Twitter is a real-time information sharing network where users can share messages, news, images, opinions and links via short bursts of information called 'tweets' – these tweets have a character limit of 140 including spaces, which may sound very short but you might be surprised at how much you can get into a little space and how much influence that can have. Even though Twitter is a fairly simple service, it's still important to understand the mechanics of it thoroughly.

Course	Module Number	Module Name	Pass % Required
Twitter for Business	1	An Introduction to Twitter	70
Twitter for Business	2	Getting Started on Twitter	70
Twitter for Business	3	Using Third-Party Applications	70
Twitter for Business	4	Being Social	70

Recommended System Requirements

- Operating System: Windows 7+ or Mac OSX (10.8+)
- Browser: A modern and up to date web browser
- Video: Up to date video drivers
- Memory: 1Gb+ RAM
- Additional Software: Flash Player (latest version)
- Download Speed: Broadband (3Mb+)