

The Digital Marketing programme introduces key principles of marketing, advertising and sales in the digital environment. Digital Marketing techniques on Facebook, Google, LinkedIn, Instagram, Twitter, YouTube, and other emerging social media platforms will also be discussed. The programme explores search engine optimisation, web analytics, mobile marketing, email marketing and digital marketing campaign management. Development of Digital Marketing strategy, plan and critical success factors are also explored.

### PROGRAMME CONTENT

- An introduction to Digital Marketing terminologies, definitions, and concepts
- The evolution of Digital Marketing
- Digital Marketing on Facebook, Google, LinkedIn, and YouTube
- Advertising via Instagram, Twitter and other emerging social media platforms
- Digital Marketing campaign management, Search Engine Optimisation, and web analytics
- Mobile Marketing
- Email Marketing
- Developing Digital Marketing strategy to gain strategic competitive advantage
- Digital Marketing critical success factors

There are two Digital Marketing programme options; Introductory and Advanced

#### Introduction to Digital Marketing

This programme is designed for leaders and managers who need to deepen their understanding of Digital Marketing, and support the successful execution of a Digital Marketing strategy in order to enhance an organisation's strategic competitive advantage. This programme does not require technical Digital Marketing skills.

**Duration:** Two days of contact learning or 16 hours of online learning delivered over a period of one month.

#### Advanced Digital Marketing

This programme is designed for Digital Marketing professionals involved in developing and implementing Digital Marketing strategies, campaigns and initiatives. The programme is also well suited for the youth, students and graduates who wish to pursue professional careers in Digital Marketing.

**Duration:** One month of contact learning or 60 hours of online learning delivered over a period of three months.

These programmes can be customised for specific client needs and sectors.

#### Successful participants will receive the following certificates

- Facebook Blueprint Certificate
- Google AdWords Fundamental Certificate
- Google Display Advertising Certificate
- Google Video Advertising Certificate
- Microsoft Bing Ads Professional Certificate
- Certificate in Digital Marketing from Regenesys Institute of Management, India