

ICDL Professional DIGITAL MARKETING



The Digital Marketing module covers the main concepts and skills of digital marketing, such as creating a web presence, optimising content for search engines, using social media platforms, selling online, different types of advertising, as well as monitoring and improving campaigns using analytics.

Digital marketing is a growing sector and workers with these skills are in demand. As businesses access new markets through online channels, they need employees who can help to build their online trading and commerce capabilities.

This module is suitable for a wide range of candidates; for example, entrepreneurs, employees of small- and medium-sized enterprises, students, and marketing professionals who want to build and certify their digital marketing skills.

Develop the skills needed to plan, execute, and measure an effective digital marketing campaign.

The Digital Marketing module is part of ICDL Professional, designed to meet the needs of modern professionals in a range of sectors.

Main learning outcomes

Successful candidates will be able to define different elements of digital marketing, understand what goes into a campaign, and identify the typical goals used. After passing this module, candidates will feel confident carrying out digital marketing tasks effectively and efficiently. They will be able to:

- understand the key concepts and terms used in digital marketing
- recognise the importance of different tactics and when to use them
- identify different tools and platforms and know what they are used for
- outline the considerations and options for creating campaigns
- understand insights and analytics and what services are available to measure them.

Why certify with ICDL?

- ICDL certification is internationally recognised by employers and institutions.
- ICDL modules are developed with input from computer users, subject matter experts, and practising professionals from all over the world.
- The regularly updated syllabus content reflects day-to-day tasks and responsibilities typical of job roles.
- ICDL modules focus on skills acquisition as well as an understanding of concepts.
- ICDL syllabus content is vendor-independent so that skills and knowledge are transferable.
- ICDL has rigorous Quality Assurance Standards (QAS) and regular quality audits are conducted internally and externally.

Module Overview	
Category	Skill Set
Digital Marketing Concepts	• Key Concepts • Planning
Web Presence	• Web Presence Options • Website Considerations • Search Engine Optimisation
Social Media Setup	• Social Media Platforms • Social Media Accounts
Social Media Management	• Social Media Management Services • Marketing and Promotion Activities • Engagement, Lead Generation and Sales
Online Marketing and Advertising	• Online Advertising • E-Mail Marketing • Mobile Marketing
Analytics	• Getting Started • Web Analytics • Social Media Insights • Email Marketing and Online Advertising Analytics

