ECDL / ICDL
Digital Marketing Module
Global Launch & Overview

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ECDL Foundation

27th October 2016 – Milan, Italy

Introduction to ECDL Foundation

Global Social Enterprise

More Than 100 countries | **24,000** test centres | **52** National Operators

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Our Global Skills Development Mission

Digital Skills to enable proficient use of ICT that empowers individuals, organisations and society,

Certification through the development, promotion and delivery of quality certification programmes …

Global throughout the world.

Our Values

Social Responsibility

As a not-for-profit organisation, we are committed to improving digital skills proficiency within society. Our certification programmes are designed to be accessible to all citizens, irrespective of age, gender, status, ability or race.

Vendor Neutrality

Our certification programmes give Candidates the flexibility and freedom to acquire digital skills and confidently apply them in any software environment that they may be required to use.

Quality

We strive for continuous improvements in all that we do and ensure that our programmes are implemented to consistent standards internationally.

ICDL

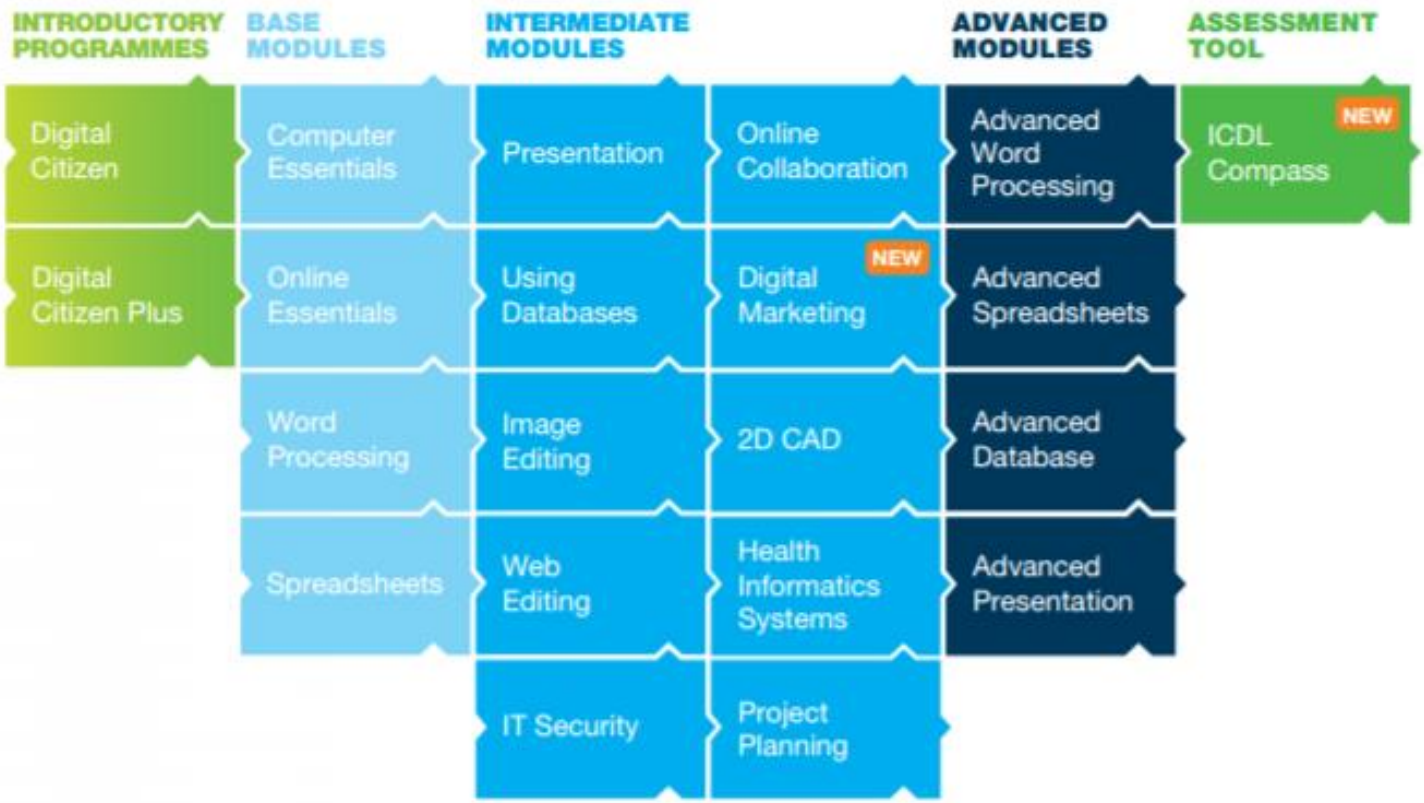
100 Countries

14 Million Candidates
500k+ joining each year

41 Languages

54 million tests to date

Our diverse work worldwide



Skills Areas

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Our diverse work worldwide

N·S·D·C
National
Skill Development
Corporation

Transforming the skill landscape

India

Our diverse work worldwide

Singapore

Our diverse work worldwide

Coventry University delivers ECDL in innovative employability programme

UK

Our diverse work worldwide

Vietnam

Our diverse work worldwide

Thailand

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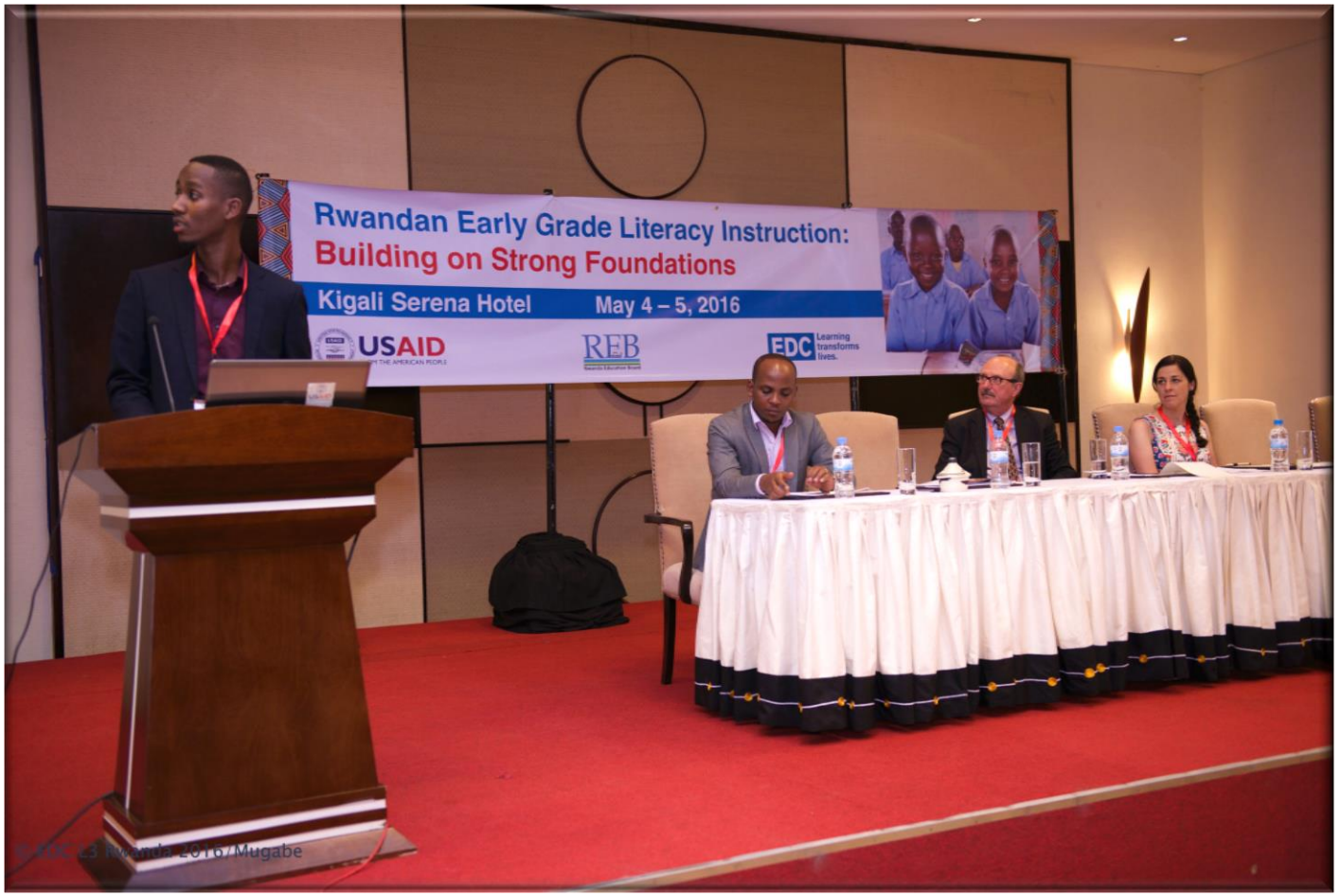
Our diverse work worldwide



Rwanda

Our diverse work worldwide

Somalia

Our diverse work worldwide

European Commission
DG Research & Innovation

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Why Digital Marketing?

ECDL Foundation
Mission Context

> Staying up to date with common workplace skills

> Addressing organization / national need for formal certification where currently there is informal skills development activity

> Answering a policy need – e.g. EU's Grand Coalition for Digital Jobs "e-Skills SMEs for business growth".

External Context

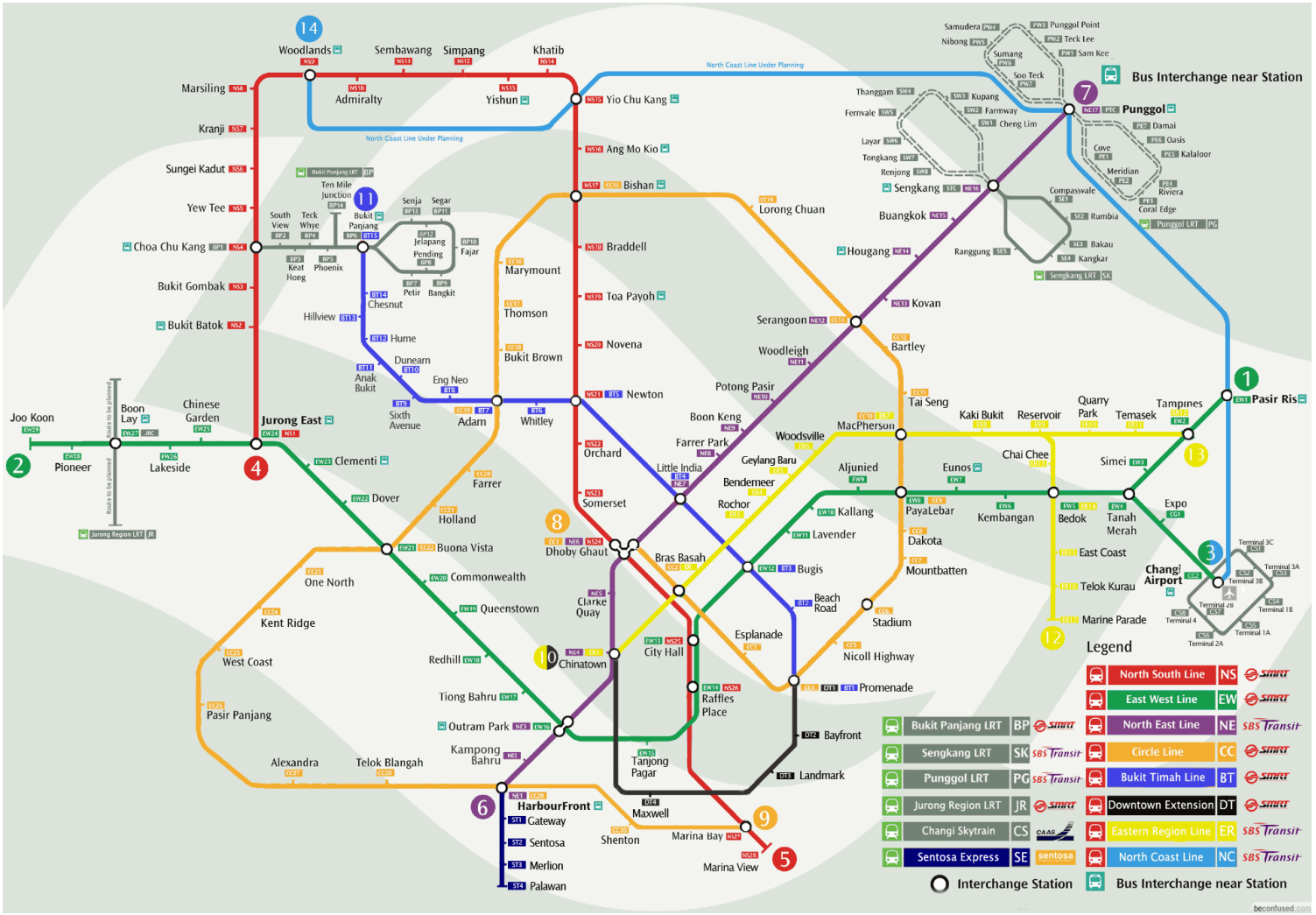
> The average person now spends more time online than with TV and all other media (newspapers, magazines, etc.) *combined*. (Branding Bricks)
> Digital marketing spend is forecasted to account for 35% of total budgets in 2016. (Business2Community)
> Spending on digital marketing is predicted to grow 12% in the next year, while budgets for traditional (non-Internet) advertising will fall 2%. (The CMO Survey)

External Context

> One-third of marketers say they don't know which digital marketing tactic has the biggest positive impact on revenue.

> 26% of respondents say email is the digital marketing channel with the greatest positive impact on revenue; SEO is second (17%), followed by paid search (15%), social media (5%), and online display advertising (5%). (MarketingProfs)

Digital Marketing - Singapore



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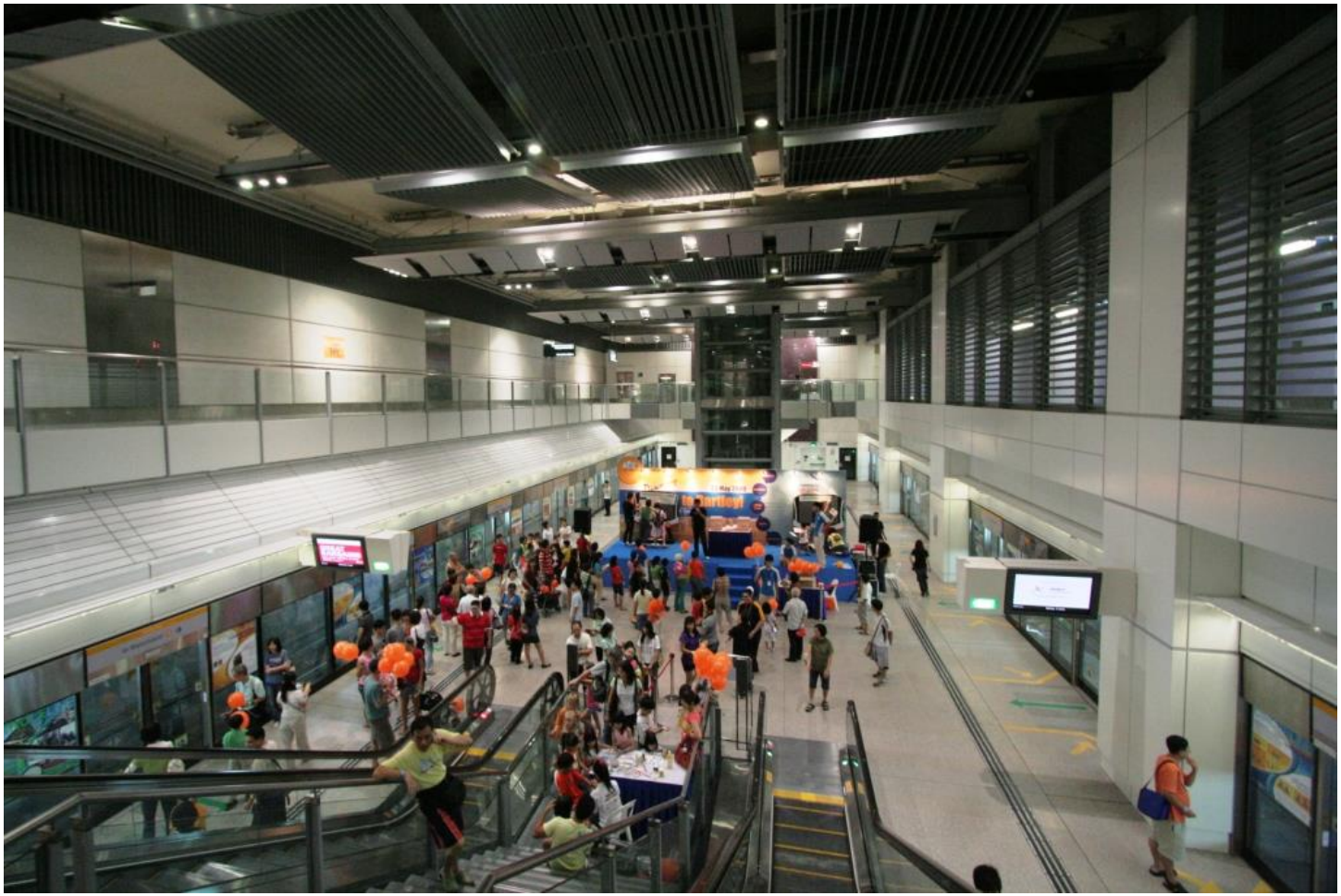
Digital Marketing - Singapore



Digital Marketing - Singapore

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Skills landscape context

Three main target groups:

> SME staff who want to manage an online presence and carry out digital marketing activities
> Students completing a marketing course seeking practical skills certified independently
> Marketing professionals who want to upskill to *digital* marketing as CPD

Module Overview

> An intermediate level module

> Mixture of conceptual knowledge underpinning digital marketing activities and related practical skills.

> Fundamentals of digital marketing

> Approximately 20 to 30 learning hours

> Generic syllabus, facilitating learning & assessment on leading digital marketing platforms (e.g. Facebook, Hootsuite, MailChimp, Google Analytics).

Module Overview

Successful candidates 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.

> Use a social media management service to schedule posts and set up notifications.

Module Overview

Successful candidates will be able to:

>Understand how effective social media management assists in promotion and lead generation.

> 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.

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 • E-Mail Marketing and Online Advertising Analytics

Syllabus

> Published on www.ecdl.org/programmes

ECDL

ECDL MODUL
DIGITAL M
Syllabus Version 1.0

Digital Marketing Module

This module sets out essential concepts and skills relating to the fundamentals of digital marketing.

Module Goals

Successful candidates 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.

CATEGORY	SKILL SET	REF.	TASK ITEM
1 Digital Marketing Concepts	*1.1 Key Concepts*	1.1.1	Understand the term Digital Marketing.
		1.1.2	Define different elements of digital marketing like: content marketing, social media marketing, e-mail marketing, mobile marketing, affiliate marketing, search engine marketing (SEM), search engine optimisation (SEO), display advertising, analytics.
		1.1.3	Identify typical goals when using digital marketing like: increased brand awareness, lead generation, sales generation, informing customers, improved customer service, direct customer engagement, generating traffic.

Any questions? Ask an expert

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