



## DIGITAL MARKETING

### Course Objective:

To provide participants with an overview of the various Digital Marketing channels available to businesses. Participants will learn how to choose the correct channels for their business and how to incorporate these into a Digital Marketing strategy.

**Number of Participants:** 12 -15

**Course Duration:** One Day Course – 6 hours

**Course Schedule:** 3 courses to be delivered –March, May and October

### Course Outline:

- ✓ Social Media Marketing
- ✓ Website Marketing
- ✓ Search Engine Optimisation
- ✓ How to create a Digital Marketing strategy

