



## Certificate of Achievement

# Lebohang Mollo

has completed the following course:

**DIGITAL SKILLS: DIGITAL MARKETING  
ACCENTURE**

This online course provided an introduction to digital marketing, and explained the different digital marketing strategies, techniques and tools that are available for businesses to use today.

2 weeks, 3 hours per week



**Camilla Drejer**

Managing Director for UKI Responsible Business & Citizenship  
Accenture

  
**accenture**

In association with



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



## Lebohang Mollo

has completed the following course:

### **DIGITAL SKILLS: DIGITAL MARKETING ACCENTURE**

**86%**  
OVERALL  
SCORE

Digital marketing is seen as a key tool in growing a business. This course explored what digital marketing means, why it is important and looked at some digital marketing strategies including display advertising, pay per click advertising and search engine optimisation. The digital marketing strategy components were explained including the importance of balancing and integrating different digital marketing strategies and how companies can target customers.

- Search engine optimisation
- Email marketing
- How to integrate these techniques

#### **STUDY REQUIREMENT**

2 weeks, 3 hours per week

#### **LEARNING OUTCOMES**

- Describe what digital marketing is
- Explain why digital marketing is important for businesses
- Describe the different types of digital marketing including; display advertisements, pay per click, search engine optimisation, and email marketing
- Explain how the different digital marketing methods can deliver value to businesses
- Identify the key features that should be included in a digital marketing strategy
- Describe how businesses can use data to target customers in their digital marketing campaign
- Explain the benefit and importance of integrating different digital marketing techniques

#### **SYLLABUS**

##### **Week 1 - How to use digital marketing**

- Introduction to digital marketing
- Display and pay-per-click advertising

##### **Week 2 - Digital marketing techniques**