



Certificate of Achievement

Serena Maddalena

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, 2 hours per week



Conor McGovern
Course Sponsor
Accenture



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.

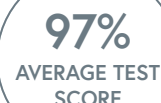
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DIGITAL SKILLS: DIGITAL MARKETING ACCENTURE



97%
AVERAGE TEST
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, 2 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