

## The Online Diploma in Digital Marketing & Strategy

We are delighted to be co-funding this programme by 70% of cost making these affordable to all sized SME businesses. We are in receipt of funds from Skillnet Ireland under the EU's "European Social Fund Plus" (ESF+), a shared management initiative for EU member states (Please read about the scheme in the link below).

### More about the ESF+ funding scheme:

<https://european-social-fund-plus.ec.europa.eu/en/shared-management>

The fee per participant is only €450.

### Schedule:

Online delivery

1 online evening class per week (18.15-21.30)

1 podcast per week

Commencing Early November 2024

Duration: 12 weeks

Certified by The Dublin Business School (DBS)

**Fee:** €450 per person.

**Maximum** 10 participants.

This diploma provides a practical overview of the core skills of digital marketing, digital and social media, online PR, paid and organic search and measurement programmes.

The Online Diploma in Digital Marketing & Strategy will give you the skills to design, build, manage and measure effective online and digital campaigns. If you want to pursue a career in digital marketing, advance your marketing career, or build the digital profile of your business; this course is for you.

### Why study Digital Marketing and Strategy?

In an increasingly digital world, the demand for digital marketing skills is always growing. This course gives students a clearly defined set of practical skills which can be leveraged immediately in several settings. Whether you're working in-house on a marketing team or in a digital marketing agency, this course will help you to drive strategic and tactical solutions for a variety of sectors.

By studying the Online Diploma in Digital Marketing & Strategy at DBS you will develop core skills in:

- Digital Marketing
- Digital and Social Media
- Online PR
- Paid and Organic Search Engine Optimisation (SEO)
- Campaign Measurement and Analysis

## **Modules include:**

### **Online Marketing**

Analyse strategies to drive traffic, create awareness, generate and manage leads online.

- Content Marketing Programmes
- Inbound Marketing Strategies
- SEO and Website Optimisation
- Pay Per Click Marketing
- Website Analytics
- Email Marketing
- Leveraging blogging, micro-blogging, video, images and audio to help engage and activate customers online.

### **Effective Use of Social Media**

Analysing key social media channels and platforms and using case studies to explore how social media can be used to develop a business.

- An in depth look at diverse number of social media platforms and channels with relevant case studies
- Develop business cases and objectives for social media campaigns
- How to identify relevant social media channels for your business
- Measuring campaign success
- Risks associated with using social media for your business
- Listening to your customers, competitors and the marketplace

### **Developing and Executing a Digital Strategy**

How to create a digital strategy for your organisation that takes a holistic view of all channels and platforms and aligns with commercial and strategic goals.

- Aligning overall business objectives and goals with digital strategies
- Importance of creating digital personas that represent the behaviours, needs and technographics of your target audience
- How to analyse and research digital preferences and locations of target audiences
- How to transform a digital strategy into an achievable tactical framework to deliver business objectives

### **Online Sales Optimisation**

Create a programme for testing, measuring and optimising site content to ensure the sales funnel is constantly meeting targets and goals.

- Exploring case studies that demonstrate the power that images, content and information layout have on conversions
- Analysing B2B, B2C and economics sales funnels, assessing effectiveness and potential drop off points

- Optimising site design with clear calls to action
- Implement A/B and multi-variant testing programmes
- Analysing site information architecture to optimise user experience.

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