

NCFE LEVEL 2 CERTIFICATE IN DIGITAL PROMOTION FOR BUSINESS



Aged 19+ at the beginning
of the academic year



Lived in the EU
for 3 years



Available
fully funded

The average local business puts 5-10% of its revenue towards its digital marketing budget, but for larger businesses it is estimated that the figure could increase to 14%. Digital marketing is a key part of businesses overall strategy in order to appeal to investors, consumers, and other businesses within the sector. As the technological landscape is ever growing, there has never been a more important time to invest into the world of digital marketing to upskill your business and establish yourself within the industry.

Benefits

- Achieve a nationally recognised Level 2 qualification
- Further your personal and professional development
- Learn at a time that suits you without the need to attend college

What you will learn

- Digital Promotion for Business
- Understanding Search Engine Optimisation for Business
- Coordinating the use of Digital Media for Business
- Coordinating Offline and Digital Media for Business
- Emergent Digital Techniques for Business
- Producing Digital Promotion Content for Business
- Data Protection and Digital Media for Business
- Measuring the Effectiveness of Digital Promotion Activity for Business
- Understanding Social Media
- Email Campaigns for Business Promotion
- Mobile Phone Applications
- Online Reputation Management
- Using the Internet to Raise Funds and Outsource Business Functions