

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

On average, small businesses invest just 5-10% of revenue in their digital marketing whereas larger organisations can invest up to, and above, 14%. It is essential that digital marketing forms a key part of every business's marketing strategy in order to reach their customers in the right place, at the right time, in the right way. 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

FOR THOSE WHO CAN