

# Digital Marketing

Level 2 Certificate - Distance Learning

Level 2 Certificate  
Digital Marketing

At Total Training Provision we have a **clear purpose; to innovate, influence and Inspire others** through high quality and purposeful education and training. Our **flexible approach** allows us to deliver bespoke and tailored programmes, designed to meet the specific needs of both learner and employer.

From day one, **the learner is at the heart of everything we do** and we aim to ensure that the learner has the best experience possible. Our onboarding process covers **in-depth learner engagement** through initial and diagnostic assessments ensuring each journey is prepped with individualised pathways, **differentiated to meet learner needs and style.**

For each learner, **great consideration is given** to past experience and achievement, present needs and future goals. This ensures that learners are **equipped to reach their full potential.**

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The logo for Total Training Provision features the word "TOTAL" in a large, bold, white sans-serif font. A white checkmark is integrated into the letter "O". Below "TOTAL", the words "TRAINING PROVISION" are written in a smaller, white, all-caps sans-serif font. The entire logo is set against a solid red square background.

**TOTAL**  
TRAINING PROVISION

# Digital Marketing

Level 2 Certificate

8-Week Distance Learning Course

## Qualification Purpose -

The purpose of this qualification is to help learners develop their knowledge of digital marketing. Successfully completing it will allow learners to understand what digital marketing is, why it is important and how it can impact upon business growth.

This qualification, delivered over 8-weeks, is designed for learners who want to develop their knowledge of digital marketing, those who are seeking employment within marketing, business or media, and those who are already working within those sectors and wish to broaden their knowledge

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## MILESTONES

The below units are delivered over 8-weeks, with 5 online masterclasses and support from a tutor throughout your time on programme.

MASTERCLASS SESSIONS

### 1 UNIT 1 - Social Media for Business

**Section 1** - Understanding the range of social media platforms available for use by business

**Section 2** - Knowing how to use social media platforms to engage an audience

**Section 3** - Understanding the role of social media in building brand reputation

### 2 UNIT 2 - Email as a Promotional Tool for Business

**Section 1** - Understanding how email campaigns can help businesses reach and engage their audience

**Section 2** - Planning an email campaign

**Section 3** - Understanding the role of data protection regulations when implementing email campaigns

### 3 UNIT 3 - Digital Marketing Review

**Section 1** - Understanding the role of digital marketing

**Section 2** - Knowing how to review the effectiveness of digital marketing

**Section 3** - Knowing how to use outcomes of digital marketing effectiveness reviews

### 4 UNIT 4 - Understanding Search Engine Optimisation

**Section 1** - Understanding the principles of Search Engine Optimisation (SEO)

**Section 2** - Knowing how Search Engine Optimisation benefits business

**Section 3** - Knowing how to use Search Engine Optimisation to benefits a business

### 5 UNIT 5 - Digital Marketing for Business

**Section 1** - Understanding the role of digital marketing in business

**Section 2** - Knowing how Search Engine Optimisation benefits business

**Section 3** - Producing a plan to promote a business through digital channels

**Section 4** - Knowing how to use online presence to raise funds and cut costs