



Digital Marketing Essentials

10 credits – Level 4

Aims and Objectives

This unit aims to provide candidates with the skills and knowledge necessary in planning digital marketing campaigns within organisations. The unit has three sections - campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Assessment Methodology

Practical assignment

Learning Outcomes

On successful completion of this unit candidates will be able to:

- Explain the importance of digital campaign tools, planning, implementing and monitoring digital marketing
- Explain the role of the essential elements of digital campaigns and describe the links between each technique
- Explain how each tool of the digital communications mix can be coordinated effectively
- Evaluate a current digital communications campaign
- Recommend improvements to a specified digital communications campaign
- Explain how the digital communications mix can be measured and monitored effectively

Knowledge and Skill Requirements

Element 1: Campaign Tools (30%)

1.1 Explain the role of digital marketing communications within the marketing mix:

- Product
- Price
- Place
- Promotion

1.2 Explain the principles of digital marketing campaigns:

- Definition
- Objectives (awareness building, attitude change, take action, DRIP)
- Actions (to read article, place order, register, request information, make contact)
- Offline and online campaigns

1.3 Describe hardware e-tools available:

- Mobile or handheld devices: mobile phones, laptops, two-way radios, PDAs, pagers
- Fixed Appliances: telephones; desktop computers, TV, radio, kiosks)

1.4 Describe software e-tools available:

- Web Pages, Microsites, Blogs, Portals, web rings, links
- Search Engine Optimisation (SEO)
- Email, SMS, MMS
- Word Processing and Presentation software

- Promotions: Coupons, Sampling, vouchers

Element 2: Using campaign tools (40%)

2.1 Define and explain the e-marketing communications mix:

- Advertising
- Public Relations
- Sales Force
- Sales Promotion
- Viral Marketing
- Other specific tools (sponsorship and others)

2.2 Explain the advantages and disadvantages of using different media in relation to digital marketing:

- Digital Press
- Digital Television
- Digital Radio
- Digital Outdoor
- Interconnected Networks (Internet, telephone networks)

2.3 Demonstrate an understanding of the application of different advertisement types available:

- Banners (skyscrapers, lingubots, etc)
- Interstitials and superstitials
- Pop-ups (daughter windows)
- Web page intexts
- Mobile texts
- PPC Sponsored search engine results
- Advertising affiliate and advertising networks

2.4 Demonstrate an understanding of the application of different PR activities available, distinguishing between pro-active and reactive:

- Webpage press room/virtual press kits
- Email campaigns
- SMS and MMS campaigns
- E-zines, Newsletters and alerts
- Discussion Groups
- Weblogs/Blogs

2.5 Demonstrate an understanding of the application of different automated and non-automated sales and support activities available:

- Automated (Natural Conversation Banners, shopping carts, automated repeat purchase settings)
- Real time online sales and support (by email, instant messaging, phone)
- Email sales campaigns
- SMS and MMS sales campaigns
- Sales affiliate and sales networks

2.6 Demonstrate an understanding of the application of different sales promotion activities available:

- Competitions
- Incentives
- Rewards
- Advergaming

- E-Coupons
- Loyalty schemes

2.7 Demonstrate an understanding of the application of different viral marketing activities available:

- Static (email, text)
- Dynamic (blogs, videos, games)

2.8 Discuss the impact of legislation, regulations and codes of practice on digital marketing campaigns:

- Data Protection Act
- Consumer Protection (Distance Selling) Regulations
- Electronic Commerce Regulations
- The Sale of Goods Act
- Trade Descriptions Act

Element 3: Monitoring (30%)

3.1 Explain how the “marketing research mix” is applied to digital marketing and how metrics must match business, marketing and communications objectives:

- Purpose
- Population
- Procedure
- Publication

3.2 Explain the purpose of measurement for digital campaigns:

- To measure marketing productivity
- To examine product, promotion, place, price decisions
- To examine return on marketing investment (ROMI)
- To evaluate customer satisfaction and involvement
- To measure market share and forecast demand

3.3 Explain the populations measured in digital campaigns:

- Affiliate networks
- Social networks
- Customers and non-customers
- Visitors
- Others

3.4 Demonstrate an understanding of the application of the procedures used for measuring digital campaigns:

- Primary and Secondary data
- Onsite (Logfiles and Tagging)
- Offsite (panels, VOC)
- Experimentation (A/B Tests, Usability studies)
- Tracking studies
- Conversion funnels

3.5 Explain publication aspects of digital campaigns measurement:

- Reports, presentations and dashboards
- Key Performance Indicators (KPIs)
- Importance of correct dissemination of data

Reading Resources