



Level 3 Masterclass in Social Media & Digital Marketing

Duration: 7-8 days
Accreditation: City & Guilds

Accreditation

These units are accredited by City & Guilds.

Introduction/Summary

This masterclass, over a 7-8 day period, will increase your organisation's online presence by developing the digital marketing talent in your team.

Led by an experienced Digital Marketer, the masterclass will explain how social media fits into your business, how to use social media to network, how to optimise your website, and provide insights into using digital and social media to advertise and promote your services.

This can be an ideal taster for the digital marketing apprenticeships at levels 3 and 4 as well as a standalone development opportunity for staff.

Masterclass Content

Unit 301: Principles of Social Media Within A Business (6 credits)

The fundamentals of social media marketing for a business.

- How Social Media fits into the objectives and marketing of a business
- How to select Social Media tools and channels for a business
- How to measure the success of using social media tools and channels
- Understand how social media policy and guidelines can impact a business
- Monitor how a business is using Social Media

Unit 302: Principles of Keywords and Optimisation (5 credits)

Understanding how to implement keywords and/or keyword phrases on a website to achieve maximise optimisation.

- Understand Search Engine Optimisation (SEO)
- Plan implementation of SEO techniques
- Understand Social Media Optimisation (SMO)
- Plan implementation of a website optimised for mobile devices

Unit 303: Social Networking Management for a Business (7 credits)

Using social networking for business in a cost effective and time efficient way.

- Evaluate external social networking tools for a business
- Classify the social networking audience of a business
- Use social media management tools in relation to social networking
- Carry out a risk analysis and create a digital crisis management plan in relation to social networking for a business
- Use social networking measurement and monitoring tools for a business





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Unit 308: Principles of Social Media Advertising and Promotion (6 credits)

Understanding advertising and promotion within social media sites and the use of digital vouchers for a business.

- Be able to plan how to use digital vouchers for marketing purposes
- Be able to plan the implementation of Social Networking site advertising campaigns for Marketing purposes
- Understand the use of promotional campaigns on social networking sites
- Understand current national and international legal and organisational guidelines for a social networking advertising/promotional campaign

Requirements/Pre-Requisites

Although there are no prerequisites for this course the ideal participant will have the opportunity within their organisation to use the skills they are developing throughout the course in a real life context. For example, have access to the organisation's social media accounts and google analytics.