



# Award In Digital Promotion For Business Level 2

Duration: 5 days  
Accreditation: NCFE

## Introduction/Summary

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**This NCFE award will help develop learners understanding of how to effectively promote a business using skills to improve business marketing. Duration is a total of 5 days.**

The qualification gives an understanding of how to promote a business and how to use social media to engage with its audience. Attendees will develop valuable marketing skills around using SEO and how to successfully drive traffic towards the business website. This qualification will strengthen the attendee's overall digital marketing skills.

It is delivered through trainer-led online sessions, additional research and self-study by attendees. The qualification is achieved by completion of 3 mandatory units, completing workbooks throughout the course duration.

## Qualification Structure

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**The NCFE Level 2 Award in Digital Promotion for a Business mandatory units;**

- Digital Promotion for a Business
- Understanding SEO for a Business
- Understanding Social Media

## Outcomes

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- Understand and plan digital promotional activities for a business
- Understand what search engines optimisation (SEO) is
- How to generate and increase online traffic for a business
- Understand Social Media channels
- Understand how to use social media to engage with an audience

## Accreditation

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**This series of workshops is accredited by NCFE.**

To gain accreditation delegates will be required to successfully complete a workbook assignment for each unit.

## Requirements

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**There are no formal entry requirements, however basic IT skills are recommended along with experience of using word processing software**

## Progression

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- Level 3 Digital Marketer Apprenticeship Standard
- Level 3 Junior Content Producer Apprenticeship Standard



**TheLightBulb Limited**  
Edison House, 2-3 Paycocke Road, Basildon, Essex, SS14 3DP  
Tel: 01268 270648 Web: [www.thelightbulb.net](http://www.thelightbulb.net)

