# Digital marketing and advertising

**Digital marketing is the top required skill in the marketing industry, and digital marketing and advertising skills capabilities are high in demand by businesses.**

This course will provide knowledge of the role of internet marketing within a modern marketing context. Learners will understand the benefits of internet marketing to customers and potential customers, the opportunities offered to business and the challenges faced by businesses using internet marketing.

Upon completion, you will have an understanding of:
- Different marketing models
- A variety of marketing media and elements that a business can use to communicate with potential customers
- How to use Google and Facebook Ads in campaigns
- The benefits to your business and how digital marketing techniques are crucial to business growth and success
- How to improve your business processes
- Reducing your costs
- Increasing productivity

Undertaking the Internet Marketing in Business course opens the door to a wide range of future jobs and career paths.

## BENEFITS TO EMPLOYERS

- Reaches more customers
- Improves communication and customer retention
- Presents more opportunities to build a winning brand
- An effective crisis management tool

## BENEFITS TO INDIVIDUALS

- Increases earning potential
- Advance a career in marketing
- Access new career opportunities

**Contact our Digital Skills Team**

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