

10 DIGITAL MARKETING SKILLS YOUR BUSINESS NEEDS

1.



Email Marketing
Strategy & Marketing
Automation

2.



Digital creative tools &
content creation
- images, infographics,
video, animations etc

3.



Digital metrics &
analytics

4.



Search Engine
Optimisation

5.



Writing for the Web
- blogging & content
marketing

6.



Social Media Marketing
- LinkedIn, Facebook, Twitter,
Instagram for business,
Pinterest for business
(if your demographics suits
this market), YouTube

7.



Digital Marketing
auditing, strategy
planning, implementation
& delivery

8.



Data Management &
Customer Relationship
Management

9.



Online Advertising &
Viral Campaigns

10.



Website design & lead
generation as well as
conversion optimisation

DEVELOP YOUR DIGITAL SKILLS: Learn proven strategies and easy step-by-step digital marketing techniques guaranteed to revolutionise your digital marketing.

[Fast Track
Courses >](#)

[Online
Courses >](#)

[Qualifications >](#)

PROFESSIONALLY TRAINED DIGITAL MARKETERS CAN ACHIEVE:



44%

increase in web traffic,
through effective
blogging and content
marketing



60%

increase in web sales
conversion with a
responsive and high
converting website



40%

increase in sales leads,
through improved
data management and
digital lead funnels