



INTRODUCTION TO DIGITAL MARKETING

This course provides an introduction to the fundamentals of digital marketing and how businesses use online platforms to engage and attract customers. Participants will gain an understanding of marketing strategies and tools that can be used to build an effective online presence.

DATE

16 June 2025

TIME

13.00 - 17.00

LOCATION

Crawley College

COST

£40

COURSE CONTENT

1 Digital marketing approaches:

Learn about different types of online marketing, including search engine optimisation (SEO), pay-per-click (PPC) advertising, content marketing, email marketing, and influencer marketing.

2 Planning a social media campaign:

Develop a social media strategy tailored for platforms such as Facebook, Instagram, LinkedIn, and Twitter. Understand audience targeting and content planning.

3 Developing a social media campaign:

Gain hands-on experience in creating compelling content, scheduling posts, analysing engagement metrics, and optimising campaigns for better reach and performance.

WHO CAN JOIN?

This course is best suited for self-employed individuals, small business owners, and professionals looking to enhance their digital marketing skills.

NEXT STEPS

Participants will receive a college certificate and can progress onto a digital marketing qualification.



Please note: All courses are subject to demand and tutor availability. Course fees and details are accurate for the current academic year.



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crawley.ac.uk/discounted-courses