



Certification Test Goals

This module sets out essential concepts and skills relating to the fundamentals of digital marketing.

Successful candidates will be able to:

- Understand key concepts of digital marketing, including advantages, limitations and planning.
- Understand various web presence options and how to select appropriate keywords for search engine optimisation.
- Recognise different social media platforms, and set up and use common platforms.
- Understand how effective social media management assists in promotion and lead generation.
- Use a social media management service to schedule posts and set up notifications.
- Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing.
- Understand and use analytics services to monitor and improve campaigns.

1 Digital Marketing Concepts

1.1 Key Concepts

1.1.1 Understand the term Digital Marketing.

- **Digital Marketing** is the set of techniques and technologies used to promote brands, products and services to consumers over a range of online channels.

1.1.2 Define different elements of digital marketing like:

- **Content marketing** - Creating and sharing useful, relevant and quality content to achieve marketing goals.
- **Social media marketing** - Reaching consumers through social media sites, for example, Facebook, Twitter, and LinkedIn, to raise brand awareness, generate sales and website traffic.
- **E-mail marketing** - Reaching consumers directly via e-mail using text and rich media formats.
- **Mobile marketing** - Reaching consumers through a network of mobile phones and smartphones.
- **Affiliate marketing** - Rewarding a business for each sale/lead it generates as a result of promoting your business.
- **Search engine marketing (SEM)** - Improving website traffic and website visibility in search engine results pages through paid and unpaid options.
- **Search engine optimisation (SEO)** - Optimising websites to improve their visibility in search engine's unpaid results, also known as organic, natural or earned results.
- **Display advertising** - Advertising online in a variety of formats, such as text, image, animation, audio and video.
- **Analytics** - The process of tracking and analysing the behaviour of visitors to websites to help inform marketing decisions.

1.1.3 Identify typical goals when using digital marketing like:

- **Increased brand awareness** - Increasing how much a brand is recognised by potential customers.
- **Lead generation** - Generating customer interest in buying a product or service.
- **Sales generation** - Generating sales of a product or service.
- **Informing customers** - Keeping customers up to date about a business.
- **Improved customer service** - Improving assistance provided to customers by a business.
- **Direct customer engagement** - Interacting with customers directly.
- **Generating traffic** - Increasing the number of website visitors.

1.1.4 Understand the advantages of digital marketing like:

- **More cost effective** - Typically less expensive than traditional marketing channels like television, radio and print.

- **Easier to track and measure progress** - Online analytics tools make tracking and measuring progress easier.
- **Larger demographic reach** - Campaigns can reach a global audience and can be targeted to specific groups.
- **Higher engagement compared to traditional marketing** - Online interaction can happen in real time, at any time, and directly between businesses and customers.
- **Catering to mobile customers** - Campaigns can be personalised for mobile users.

1.1.5 Understand the limitations of digital marketing like:

- **Lack of face-to-face interaction** - Customers who prefer face-to-face contact may not engage with digital marketing.
- **Can be obtrusive** - Some forms of digital marketing, for example, online advertising, may be viewed as clutter and ignored by consumers.
- **Time commitment to manage it professionally** - Planning and managing a successful online campaign requires resources and time.
- **May not be suitable for your product** - Some customers, for example, those who don't use technology, won't be reached by digital marketing.

1.1.6 Recognise the main legal and regulatory obligations when digital marketing in your country.

- It is important to follow the relevant rules and regulations that apply to digital marketing, which can typically be found on government or regulatory authority websites.

1.2 Planning

1.2.1 Understand the main elements of a digital marketing strategy like:

- **Alignment to business goals and marketing objectives** - Ensure the overall business and marketing objectives are met.
- **Identification of target audience** - Identify the target audience by values, needs, location and demographics, for example age, gender, and income.
- **Analysis of competitors** - Monitor competitors' business and digital marketing strategies.
- **Selection of appropriate platforms** - Choose suitable online platforms for the marketing strategy and audience.
- **Planning and creation of content** - Create an online content plan and assign appropriate resources.
- **Allocation of budgets** - Determine the budget and allocate it appropriately.
- **Reporting** - Set up online reports to track and measure performance.

1.2.2 Recognise the need for a consistent online presence in line with corporate identity and design.

- Ensure corporate identity and design are consistent across all online marketing channels through the use of consistent content and logos, templates and images.

1.2.3 Recognise types of content used to drive traffic and enhance engagement like:

- **Infographics** - Representations of information in graphic format.
- **Meme** - Typically photographs with humorous text.
- **Videos** - Range from funny videos to tutorials.
- **Guides** - Information on specific products or services.
- **Product reviews** - Opinions on products from customers on commercial websites or experts on news websites or blogs.
- **Testimonials** - Various people endorsing the effectiveness or reliability of a brand, product or service.
- **Lists** - Ranked lists aimed at engagement and conversion.
- **Whitepapers** - Informational reports explaining a topic with the aim of promoting a particular solution, product or service.

1.2.4 Understand the importance of having policies and access controls in place for staff using company digital marketing accounts.

- Businesses need to set appropriate policies and access controls for staff to protect the company's online reputation.

2 Web Presence

2.1 Web Presence Options

2.1.1 Understand possible web presence solutions.

- **Business directory** - A website where businesses are grouped by category.
- **Social media** - An online platform where people connect in online communities to create and share various types of content.
- **Information website** - A website that gives information about the business to all visitors.
- **Blog** - A type of online journal that can be frequently updated with content to support marketing goals.
- **E-commerce website** - A website designed for selling products or services in an online store.
- **Mobile site** - A website optimised for use on mobile devices.
- **Web application** - An application designed to run through a web browser.
- **Mobile application** - An application designed to be installed and run on mobile devices.

2.1.2 Outline the typical steps to create a web presence like:

- **Register an appropriate website address** - Register an address that reflects the business with a website hosting service or domain registrar.

- **Register with a website hosting service** - Register with a provider who will host the website content. This is often the same service that registers the website address.
- **Design the site** - This includes the website structure and depends on the purpose of the website (blog, e-commerce, information website).
- **Build the site** - This includes creating the webpages and content, for example, text, images, and videos.
- **Promote the site** - This involves attracting visitors to the website through promotional activities.

2.1.3 Understand the term content management system (CMS).

- A website authoring and administration system that enables users to easily create and manage websites. Some common systems are WordPress, Joomla, Drupal, and Magento.

2.2 Website Considerations

2.2.1 Understand the main parts of a website like:

- **Homepage** - The main page and usually the first page that the visitor sees.
- **Company information** - Contains company information, such as the history, vision, and mission.
- **Contact information** - Lists contact details, such as postal and e-mail addresses, phone numbers, social media accounts and maps.
- **News** - Provides the latest company news.
- **Services/product description** - Explains the products and services offered.
- **Search** - Allows users to search the website for information.
- **E-commerce facility** - Allows users to make purchases on the website.
- **Sitemap** - Lists all the pages on the website and can act as an index or table of contents.

2.2.2 Understand website design terms like:

- **User interface (UI)** - The items displayed on a website that a user interacts with.
- **User experience (UX)** - The overall experience of a person using a website.
- **Responsive design** - The ability of a website to adapt its display and navigation to the device being used.
- **Accessibility** - The ability of a website to be easily read and navigated by people with disabilities.
- **Performance optimisation** - The process of optimising webpages to download faster.
- **Browser compatibility** - The ability of a website to run on multiple browsers without loss of content or browsing experience.

2.2.3 Recognise good practice in creating website content like:

- **Audience focused** - Tailor content to suit the target audience.
- **Clear and concise content** - Use clear and concise language and a style that suits the audience.
- **Use of keywords** - Use meaningful keywords to improve the website ranking in search engine results.
- **Consistent branding** - Use consistent branding across all digital and traditional marketing channels.
- **Quality images and videos** - Ensure images and videos appeal to the audience, download quickly and are browser and device compatible.
- **Regularly updated** - Ensure information, for example company news, is up-to-date so visitors know that the website is current and maintained.

2.2.4 Recognise various methods for promoting a website like:

- **Social media** - Include links to the website on social media sites.
- **Online advertising** - Include advertisements with links to the website on other websites.
- **Inbound links** - Build links from other websites to the website, also known as backlinks.
- **E-mail marketing** - Include promotions and advertisements with links to the website via e-mail marketing.
- **Submitting your website to a directory/search engines** - Register the website address with web directories and search engines so it appears in online searches.
- **E-mail signature** - Add the website address to the signature of business related e-mails.
- **Physical marketing materials** - Include the website address on the business's printed marketing materials.

2.3 Search Engine Optimisation

2.3.1 Understand the term search engine optimisation (SEO).

- The process of optimising webpages to increase their visibility in unpaid search results, also known as organic search results. Techniques include adding relevant keywords to webpages and gaining good quality links to your website from other reputable websites.

2.3.2 Understand the term keyword.

- A significant word, words, or phrase that describes webpage contents and is used when searching for information online.

2.3.2 Create a list of keywords which can be used when optimising content for a website, social media platform.

- Define a list of keywords that describe the business activities, services and products and identify which keywords your target audience use when searching online.

2.3.3 Understand the terms page title, URL, description tag, meta tag, headings, alternative text and their importance for SEO.

To enable search engines to understand what a webpage is about and to index it appropriately, effective keywords can be added to different parts of the webpage:

- **Page title** - The webpage name seen at the top of the browser window.
- **URL** - The webpage address.
- **Description tag** - A brief description of the contents of the webpage in the HTML code, which is usually shown by search engines in the search engine results, with the page title and URL.
- **Meta tag** - Information about the website in the HTML code that is used by search engines.
- **Headings** - Text inside a heading tag in the HTML code that usually appears as a heading on the webpage.
- **Alternative text** - A text description of an image in the HTML code that can be read by search engines.

3 Social Media Setup

3.1 Social Media Platforms

3.1.1 Understand the term social media platform and identify the main uses of some common platforms.

- A **social media platform** is an online environment that allows users to connect in a network to create and exchange content, for example, text, pictures, links, video and audio clips.
- Different platforms are used for different purposes and for sharing different types of content. For example, **LinkedIn** is used for professional networking, **Facebook** is used for personal networking, **Twitter** is used for sharing information in a public network, and **Instagram** and **Flickr** are used for sharing photographs.

3.1.2 Understand common social media marketing campaign elements like:

- **Choosing appropriate platforms for target audience** - Select platforms that will generate the most traction, engagement, and traffic.
- **Planning suitable content** - Identify topics and formats, determine if new content is needed, and create schedules for developing and posting content.
- **Creating suitable content** - Create any new text, images and videos required and identify sources of existing content.
- **Tracking campaign** - Identify the campaign goals and monitor performance using analytics tools.
- **Evaluating campaign performance** - Use split testing, analytics tools and reporting to determine whether goals are achieved and if changes are needed to improve performance.

3.2 Social Media Accounts

3.2.1 Understand the term social media profile.

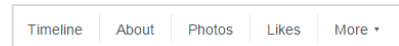
- The user account of an individual, group or business on a social media platform. Profiles have different features and functionality depending on their type. For example, privacy settings might vary depending on the profile and can typically be modified to suit the profile's needs.

3.2.1 Distinguish between the different types of profiles like:

- **Personal** - Used by individuals for connecting with friends and family.
- **Business** - Used by commercial entities to share information with people. They are typically public and offer business-related features.
- **Groups** - Used by groups of people to communicate about shared interests.
- **Event** - Used for notifying people about events.

3.2.2 Create, edit social media business profile information like: biography, URL, contact details, and category.

- In the **Facebook Business Page**, click **About**.

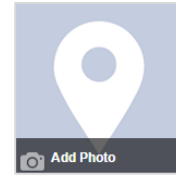


- To add new information, click the **section to update**, add the **information** and click **Save**.

- To edit information, hover over the **section to edit** and click **Edit**, update the **relevant information** and click **Save Changes**.

3.2.2 Create, edit social media business profile information like: images.

- In the **Facebook Business Page**, click the **camera icon** on the profile or cover image.



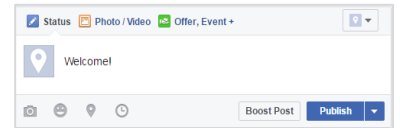
- Choose an **image** from the computer or a previously uploaded image and click **Save Changes**.

3.2.3 Understand social media actions like:


- **Post** - A way of publishing content.
- **Comment** - A way to respond to a post or message that can be a measurement of audience engagement.
- **Share** - A way to share interesting content that can be a measurement of audience engagement.
- **Like** - A way to express consensus or support for content that can be a measurement of audience engagement.
- **Tag** - A way to identify a person or business mentioned in a post or present in a photo or video.
- **Hashtag** - A word or phrase preceded by the # character used to label posts, which facilitates searching.

3.2.4 Create a post on a social media profile like: news.


- Click the **Status** field at the top of the page's timeline.
- Add relevant text, images, videos, and location information and click **Publish**.



3.2.4 Edit a post on a social media profile like: news.

- Click  at the top right of the post and click **Edit Post**.
- Update the relevant information and click **Done Editing**.

3.2.4 Delete a post on a social media profile like: news.

- Click  at the top right of the post and click **Delete**.
- Click **Delete Post**.

3.2.4 Create a post on a social media profile like: event.

- Click **Offer, Event +** at the top of the page's timeline and select **Event**.
- Enter the event name, location, date and time, and other relevant details.
- Click **Publish**.

3.2.4 Edit a post on a social media profile like: event.

- Click **Edit** in the top right of the event.
- Update the relevant information and click **Save**.


3.2.4 Delete a post on a social media profile like: event.

- Click **Edit** in the top right of the event and click **Cancel Event**.
- Select **Cancel Event** or **Delete Event** and click **Confirm**.


3.2.4 Create a post on a social media profile like: poll.

- Click **Create Poll** in an event or group.
- Enter a question and relevant poll options.
- Click **Post**.
- Polls can be added in all types of profiles on Google+ and Twitter.

3.2.4 Edit a post on a social media profile like: poll.

- Click  at the top right of the poll post and click **Edit Post**.
- Update the relevant information and click **Done Editing**.

3.2.4 Delete a post on a social media profile like: poll.

- Click  at the top right of the poll post and click [Delete Post](#).
 - Click [Delete](#).
- 3.2.4 Create a post on a social media profile like: offer.**
- Click [Offer, Event +](#).
 - Select [Offer](#).
 - Complete the offer information as appropriate.
 - Click [Create Offer](#).
- 3.2.4 Delete a post on a social media profile like: offer.**
- Click [Publishing Tools](#) and select the checkbox beside the offer.
 - Click [Actions](#) and select [Delete](#).

4 Social Media Management

4.1 Social Media Management Services

4.1.1 Understand the term social media management service.

- A service to create and schedule posts and track and analyse activity across multiple social media platforms.

4.1.1 Identify some common social media management services.

- [Hootsuite](#)
- [IFTTT](#)

4.1.2 Understand the term scheduled post.

- A feature that allow users to draft posts and define when they will be posted in the future.

4.1.2 Schedule a post.

- Log in to [Hootsuite](#), select [Publisher](#) and select a social network.
- Create the post, click the [Calendar](#) icon and select the future date and time to publish the post.
- Click [Schedule](#).

4.2 Marketing and Promotion Activities

4.2.1 Understand the term influencers. Recognise the importance of connecting with them.

- **Influencers** - Social media users who are respected by their followers and can lead them in actions, behaviours or opinion.
- They can help reach and engage target audiences by promoting businesses and products to their followers, for example, through product reviews and endorsements.

4.2.2 Understand the term targeted audience. Recognise the importance of optimising your content to suit them.

- **Targeted audience** - A particular group at which a product or service is aimed.
- Optimising content by tailoring text, images and videos to suit the target audience can improve reach and engagement.

4.2.3 Understand the term video marketing. Recognise its importance in online promotional campaigns.

- **Video marketing** - Uses video to promote a brand, product or service, for example, through product demonstrations, advertisements, how-to videos, live events, testimonials and entertaining videos.
- Videos can be emotionally appealing and memorable and can improve search engine rankings, conversion rates, reach and engagement.

4.2.4 Understand the terms review, referral. Recognise their importance in promoting your business through social media.

- **Review** - An evaluation of a product or service by a customer or third-party, such as an expert or influencer. Reviews on social media sites can affect reputation and influence purchasing decisions so they require careful management.
- **Referral** - A visitor that clicks a link on another site and is directed to your online presence. Social media sites are an important source of referrals.

4.2.5 Understand the term URL shortener.

- An online service for creating short versions of URLs and tracking their use. Shorter links are easier to manage, especially on social media sites where characters are limited, for example, Twitter.
- Services include [goo.gl](#), [tinyurl.com](#), [ow.ly](#), [bit.ly](#).

4.2.5 Use a URL shortener to track links.

- Go to [goo.gl](#).



- Enter the **long URL** and click [Shorten URL](#).
- Copy the **short URL** and use as required.
- Click [Details](#) to view details of the link usage.

4.2.6 Understand the term viral. Recognise its importance in a promotional campaign and elements that may contribute to success like: humour, originality, resonance with audience, generating a discussion.

- **Viral content** is shared quickly and widely over the Internet. Viral marketing campaigns attempt to maximise reach and engagement.
- Content is more likely to become viral when it is humorous, original, resonates with the audience and generates discussion.

4.2.7 Recognise good practice in creating engaging social media content like:

- **Post regularly** - Avoid long and irregular intervals between posts.
- **Post relevant content** - Tailor content to the target audience.
- **Research relevant blogs and companies** - Search for ideas and content on other blogs and websites.
- **Post competitions** - Design competitions to encourage interaction.
- **Use images and videos** - Post good quality images and videos to engage audiences.

4.3 Engagement, Lead Generation and Sales

4.3.1 Outline good practice in social media marketing like:

- **Timely and appropriate response to comments/complaints** - Acknowledge positive feedback and address negative feedback in a reasonable time and manner.
- **Take certain enquiries offline** - When appropriate address a customer directly through private message or offline.

4.3.2 Set up notifications on a social media profile to alert when the profile has been mentioned or a comment has been added to the profile.

- Log in to the [Facebook](#) account using a **user name** and **password**.
- Select [Settings](#) in the [Business Profile](#) Page.
- Select [Notifications](#).
- Check that [New mention of Page](#) and [New Comments on Page post](#) are turned on.

4.3.3 Understand the term call to action. Recognise its importance in generating leads through social media platforms.

- **Call to action** - An instruction to an audience to complete a specific action. It should be attention grabbing and clearly explain what the audience will get in return for acting.
- It is an important way to increase website traffic, visibility and leads.

4.3.3 Identify common examples like:

- [Get a quote](#)
- [Sign up](#)
- [Buy now](#)
- [Download app](#)

5 Online Marketing and Advertising

5.1 Online Advertising

5.1.1 Identify some common examples of search engine marketing (SEM) platforms.

- [Google AdWords](#)
- [Bing ads](#)

5.1.2 Identify some common examples of online advertising platforms.

- [Google Display Network](#)
- [YouTube Ads](#)

5.1.3 Understand different types of online advertisement like:

- **Floating** - Opens in a window over the page and darkens the underlying content.
- **Pop-up** - Opens in a window on top of the main window or behind the main browser window. Most web browsers include an option to block pop-up windows.
- **Video** - An advertisement with a video embedded in it that can appear on relevant websites including video sharing platforms.
- **Image** - An image embedded in an advert, with or without text.
- **Banner** - Typically rectangle in shape and can contain text, images or animations that link to the advertiser's website.
- **Text** - A text-only advert.

5.1.4 Understand the term sponsored post. Recognise its importance in increasing interaction and engagement on social media.

- **Sponsored Post** - An advertisement post, also known as a promoted post, on social media or

websites. Social media platforms offer tools to create and manage advertisements.

- Businesses can choose who receives a sponsored post, ensuring better circulation and interaction on a specific post.

5.2 E-Mail Marketing

5.2.1 Identify some common examples of e-mail marketing platforms.

- [MailChimp](#)
- [Constant Contact](#)

5.2.2 Create an account in an e-mail marketing application.

- Go to [www.mailchimp.com](#).
- Click [Sign Up Free](#).
- Enter the relevant **e-mail**, **username** and **password**.
- Click [Create My Account](#).

5.2.3 Create a contact list in an e-mail marketing application.


- Navigate to the [Lists](#) page and click [Create list](#).
- Select [Create List](#) in the [New list or groups?](#) options.
- Complete the list details and click [Save](#).

- Click [Import subscribers](#) and select the relevant source to import existing subscribers.

- Click [setup a signup form](#) and select the relevant option to start building a subscriber list.

- Click [Add subscribers](#) and click [Add a subscriber](#) to start entering individual subscriber information.

5.2.3 Edit a contact list in an e-mail marketing application.

- Click  to the right hand side of the list and click [Manage Subscribers](#).

- Click [Add subscriber](#), enter an **e-mail address** and **name**, select the **permissions** checkbox and click [Subscribe](#) to add a subscriber.

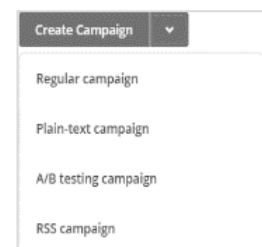
- Click [Unsubscribe people](#), enter the relevant **e-mail addresses** and click [Unsubscribe](#) to remove subscribers.

5.2.3 Delete a contact list in an e-mail marketing application.

- Click the checkbox beside the list and click [Delete](#).
- Click [Type DELETE to confirm](#), enter [DELETE](#) and click [Delete](#).

5.2.4 Create a campaign, select a template in an e-mail marketing application.

- To create a campaign, navigate to the [Campaigns](#) page and click [Create Campaign](#).
- Choose a **campaign type**.



- Select the **recipients** and click [Next](#).

- In the Campaign info page, enter the relevant details and click [Next](#).

- In the Select a template page, choose an appropriate template and click [Next](#).

- In the Design page, define the e-mail layout, design, and text and click [Next](#).

- In the Confirm page, review the feedback and make any necessary changes.

5.2.5 Send, schedule an email in an e-mail marketing application.

- To send an e-mail, select [Send](#) in the Confirm page.
- Click [Send Now](#).

- To schedule an e-mail, select [Schedule](#) in the Confirm page and enter the relevant date and time.

- Click [Schedule campaign](#).

5.2.6 Understand the terms opt-in, opt-out.

- **Opt-in** - When a user signs up to receive marketing communications, such as e-mails.

- **Opt-out** - When a user unsubscribes from a mailing list.

5.3 Mobile Marketing

5.3.1 Outline some reasons to use mobile marketing like:

- **Access to more customers** - More people access the Internet using mobile devices than computers

and laptops, for a wider range of activities and for longer.

- **Targeting customers based on location** - Mobile features like GPS make it possible to target search results and advertising options based on location.

5.3.2 Understand the term mobile application.

- A type of application designed to run on mobile devices, such as a smartphone, offering services and generating sales.

5.3.2 Understand how mobile applications can be used like:

- **Promoting a business/service** - for example, advertising within another business's app.
- **Offering services** - for example, accessing customer service.
- **Generating sales** - for example, making purchases from within the app, a particular type is an in-app purchase.

5.3.3 Outline some considerations for a mobile marketing campaign like:

- **Creating a mobile-friendly website** - Ensure the display adjusts to the screen size so that it is easy to read and navigate regardless of the device. Ensure the site loads quickly and is available on different devices.
- **Tailoring keywords for mobile** - Research the type of keywords used by mobile users. Typically, mobile users are on the move, use smaller screens and keyboards, and are searching for something specific so keywords are short and concise.
- **Tailor your ads for mobile** - Ensure ads are readable on mobile devices and tailor text, images, content and calls to action to appeal to mobile customers.

5.3.4 Understand options for mobile advertising like:

- **Video ads** - Advertisements with video embedded in them that appear on mobile applications and websites including video sharing platforms.
- **Search ads** - Advertisements that appear alongside search results on mobile devices.
- **Display ads** - Advertising in a variety of formats, such as text, image, animation, audio and video that display on a mobile device.
- **Social media ads** - Advertisements that display while using a social media website/application on a mobile device.
- **Application ads** - Advertisements that display while using a mobile application.

6 Analytics

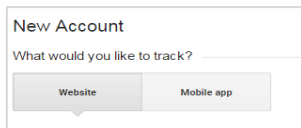
6.1 Getting Started

6.1.1 Understand the term analytics. Recognise the importance of analysing performance of a digital marketing campaign.

- **Analytics** - The process of tracking and analysing the behaviour of visitors to a website.
- It is important to determine what is successful and what needs to be modified in order to meet the marketing goals.

6.1.2 Create an account in an analytics tool.

- Go to the [Google Analytics](#) website.
- Click [Sign in](#) and select [Google Analytics](#).
- To create an account, log in with an [existing Google account](#) or create a [new one](#).
- Click [Sign up](#).
- In the [New Account](#) page select what you would like to track: [Website](#) or [Mobile app](#).



- Enter the [account name](#), [property name](#), [industry](#), [reporting time zone](#), and [URL](#) if it is a website.
- Click [Get Tracking ID](#) and accept [the terms of service agreement](#).
- Add the [tracking code](#) to the site or app using the appropriate method.

6.1.3 Set up an analytics report for a campaign and export a report as a .csv file: website.

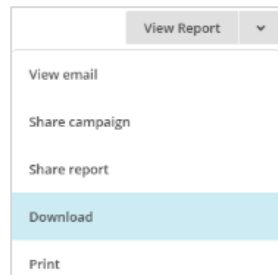
- Log in to [Google Analytics](#) and navigate to the relevant account.
- Select the [Reporting tab](#).
- Select the [relevant report](#).
- Set relevant options, for example, [date range](#), [segments](#), [metrics](#), and [time scale](#).
- To export the report as a .csv file, click [Export](#) and select [CSV](#).

6.1.3 Set up an analytics report for a campaign and export a report as a .csv file: social media.

- Log in to [Facebook](#), navigate to the relevant [Page](#) and click [Insights](#).
- Select the relevant report for example, [Overview](#), [Likes](#), [Reach](#), [Page views](#), [Posts](#), [Videos](#), or [People](#).
- To export a report as a .csv file, click [Export](#), set the [data type](#), [date range](#) and [.csv](#) as the file format.
- Click [Export Data](#).

6.1.3 Set up an analytics report for a campaign and export a report as a .csv file: e-mail marketing.

- Log in to [MailChimp](#) and select [Reports](#).
- To view a report Overview for a specific campaign, click [View Report](#) next to the relevant campaign.
- To export a report Overview for a specific campaign, click the [down-pointing arrow](#) beside [View Report](#) and select [Download](#).



6.1.3 Set up an analytics report for a campaign and export a report as a .csv file: advertising.

- Log in to [Google AdWords](#) and click the [Campaigns](#) tab.
- Navigate to the tab containing the relevant statistics table.
- Set the [date range](#), [columns](#), [filters](#), and [segments](#).
- To export a report, click [Format](#), select [.csv](#) in the [Format drop-down list](#) and click [Download](#).

6.1.4 Schedule an analytics report e-mail: website.

- In [Google Analytics](#), select [Email](#) in the relevant report.
- In the [Email Report](#) section set the [recipients](#), [frequency](#), and [email text](#).
- Click [Send](#).

6.1.4 Schedule an analytics report e-mail: social media.

- In [Google Analytics](#), select [Email](#) in the relevant social report in [Acquisition](#).
- In the [Email Report](#) section set the [recipients](#), [frequency](#), and [email text](#).
- Click [Send](#).

6.1.4 Schedule an analytics report e-mail: e-mail marketing.

- In [MailChimp](#), select [Reports](#) and click the [down-pointing arrow](#) beside [View Report](#).
- Select [Share Report](#), enter the [recipients](#), click [Share Report](#).

6.1.4 Schedule an analytics report e-mail: advertising.

- In [Google AdWords](#), click [Email](#) and [schedule report](#) in the relevant report.
- Set the [recipients](#) and [frequency](#).
- Click [Download](#).

6.1.5 Understand the term split testing.

- **Split testing**, also known as A/B testing, is a way to test two elements of an e-mail or online advert to determine which version returns the best results.

6.1.5 Recognise the importance of split testing in measuring the success of campaigns like:

- **E-mail marketing** - Test elements like the subject, sender, call to action, text, images or time of sending based on what returns the best results, such as the highest open or click rate.
- **Online advertising** - Test elements like the title, headline, text, or images based on what returns the best results, such as the highest click-through or conversion rate.

6.2 Web Analytics

6.2.1 Understand the term web traffic and the importance of attracting quality web traffic.

- **Web traffic** is the number of visits a website receives.
- The amount of web traffic and its quality are important factors in determining search engine rankings so it is important to encourage web traffic from reputable sources.

6.2.2 Understand common analytics terms like:

- **Unique visitors** - The number of users who visited a website in a specific time frame, regardless of the number of times they visited.

- **Impressions** - The number of times an advertisement is displayed to a user.
- **Clicks** - The number of times an advertisement is clicked.
- **Bounce rate** - The percentage of sessions where the user accesses only one page of the website, without following any internal links.
- **Conversion rate** - The number of unique visitors who complete a specific action divided by the total number of unique visitors, expressed as a percentage.
- **Click through rate (CTR)** - The number of clicks an advertisement receives divided by the number of times the advertisement is shown, expressed as a percentage.
- **Tracking code** - A piece of code used to collect and send data from a website to an analytics tool.
- **Referrals** - Sources of web traffic. When a person clicks a link on a website and reaches another website, the first website is the referral source.

6.2.3 Identify some common website analytics tools.

- [Google Analytics](#)
- [Crazy Egg](#)
- [Moz](#)
- [Kissmetrics](#)

6.3 Social Media Insights

6.3.1 Understand the term insights. Recognise the importance of analysing the influence of your marketing activities on social media platforms.

- **Insights** - The process of tracking and analysing the behaviour of visitors to a social media account.
- It is important to measure whether social media campaign goals are achieved by setting and tracking relevant metrics, for example, numbers of page visits/views, friends/followers, likes and posts.

6.3.2 Understand social media insights terms like: engagement, reach, mentions, trends, inbound links.

- **Engagement** - The number of interactions people have with a social media message through liking, commenting and sharing.
- **Reach** - The actual number of people who see a social media post.
- **Mentions** - The number of times a user's handle or account name is tagged in a social media message.
- **Trends** - A topic or hashtag that is popular on social media at a certain moment.
- **Inbound links** - Links to a website from another source, also known as backlinks.

6.3.3 Identify some common social media insights tools.

- [Facebook Page Insights](#)
- [Twitter Analytics](#); [TweetDeck](#)
- [Pinterest Analytics](#)

6.4 E-mail Marketing and Online Advertising Analytics

6.4.1 Understand common e-mail analytics terms like:

- **Open rate** - The percentage of opened e-mail messages.
- **Click rate** - The percentage of clicks a link in an e-mail receives.
- **Bounce rate** - The percentage of e-mails not delivered to an inbox.
- **Unsubscribe** - To remove yourself from an e-mail marketing mailing list.
- **Total subscribers** - The total number of people who have opted to receive e-mails.

6.4.2 Understand common online advertising analytics terms like:

- **Pay per click (PPC)** - The price paid for each click on an advertisement, sometimes referred to as the cost per click.
- **Cost per thousand (CPM)** - The price paid to display an advertisement 1,000 times, sometimes referred to as cost per thousand impressions.
- **Cost per acquisition (CPA)** - The price paid for acquiring a lead or customer. It is the total price paid divided by the number of acquisitions.
- **Cost per conversion (CPC)** - The price paid for a completed action defined by the business, for example, a purchase or download. It is the total price paid divided by the number of conversions.

For more information, visit: www.icdl.org