

i-to-i

INTRODUCTION TO
DIGITAL MARKETING



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Start exploring! »



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WHY CHOOSE
DIGITAL MARKETING?





Enhance your TEFL career

WITH A DIGITAL MARKETING QUALIFICATION

One of the biggest challenges of being a freelance TEFL tutor can be finding students to teach. A digital marketing course like this one will teach you how to market yourself as a freelancer, helping you find students, grow your business and increase your earning potential.

As part of this course you'll be given the tools and skills you need to be able to create successful marketing campaigns, set up social media accounts, introduce paid advertising, and even create your very own website.



PRO TIP:

Having a digital marketing qualification will not only help you market yourself to students and set up your freelance career, it will also look really good on your CV if you decide to change careers in future!



Our qualifications, accreditations and friends:



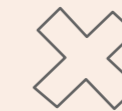
WHAT DO I NEED?



- Access to the internet
- A laptop/PC



WHAT YOU DON'T NEED:



- A degree
- Any prior qualifications
- Digital marketing experience
- To be in a specific age group

INTRODUCTION TO *Digital Marketing* IN A NUTSHELL



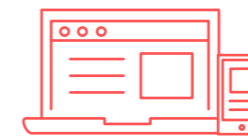
Introduction to Digital Marketing qualification



Flexible online studying
24/7 from anywhere
in the world



Dedicated tutor support
throughout



Study from your laptop,
phone, tablet or computer



10 in-depth digital
marketing units

Why Digital Marketing?

Having digital marketing skills will be invaluable to your TEFL career. From setting up your own business as a freelancer to marketing yourself to employers and students - this qualification will open up so many doors for you!

INTRODUCTION TO DIGITAL MARKETING

in a bit more detail...

If you're just starting out, you might be thinking 'why do I need to know about digital marketing to start a TEFL career?'. Well, depending on what your dreams and goals are once you complete your TEFL course, digital marketing skills could be invaluable to the success of your career.

So, if you're thinking about teaching English online, teaching as a freelancer, want to set up your

own English company, or want to find your own English students - this course could be perfect for you!

From learning about the basics of digital marketing and how digital marketing can enhance your TEFL career, to deep diving into setting up social media accounts, understanding your audience, and creating a website - this course will give your career the headstart it needs!

WHY GET A DIGITAL MARKETING QUALIFICATION?

- 1.** Understand social media and why it is important for your career
- 2.** Learn how to set up and run multiple social media accounts
- 3.** Discover how to make social media work for you
- 4.** Learn how to develop and build your own website
- 5.** Get an understanding of paid advertising
- 6.** Understand email marketing



INTRODUCTION TO DIGITAL MARKETING *Breakdown*

Much like the TEFL Diploma, our Introduction to Digital Marketing is broken down into multiple units to make the content easier for you to digest. At the end of each unit you'll have an end of unit assignment that will recap everything you have covered during that unit. Each assignment will be marked by your tutor - don't worry, your tutor will be there to help you every step of the way and will also provide detailed feedback on all of your assignments.

INTRODUCTION TO DIGITAL MARKETING

Unit 1

In this section, you'll learn all about what digital marketing is, how it differs from traditional marketing, and how you can use it to enhance your TEFL career

- Introduction to Digital Marketing
- Digital vs. Traditional Marketing
- Marketing content digitally
- Introduction to inbound and outbound digital marketing strategies

UNDERSTANDING YOUR AUDIENCE

Unit 2

Now you know the basics of digital marketing it's time to learn more about understanding your audience

- Understand your audience's journey, and how it can impact digital marketing activities
- Understand why competitive research is important
- Learn what tools you can use to identify your target audience

DIGITAL MARKETING STRATEGY

Unit 3

Once you've learn about your audience, you'll then learn about how to create an effective digital marketing strategy

- Understand what a digital marketing strategy is
- Learn how digital marketing trends evolve
- Understand the costs associates with digital marketing
- Learn about budgets and how to set appropriate budgets

SETTING YOUR OBJECTIVES

Unit 4

Next, it's time to learn about setting your objects. Including:

- How to set achievable objectives
- Understanding SMART (Specific, Measurable, Achievable, Realistic, and Timely) objectives and why they are important
- Discovering the impact ineffective digital marketing objectives can have
- Learn how to set SMART objectives for digital marketing campaigns



USING SOCIAL MEDIA

Unit 5

In this unit, you'll learn all about social media. You'll learn:

- Introduction to social media platforms
- Understand what social media platforms are available
- Learn the features and benefits of different social media platforms
- Learn how to set up and configure business accounts on social media
- Understand how to use social media analysis tools

CREATING A WEBSITE

Unit 6

Creating a website is super important if you're looking to start your own business or become a freelance English teacher. You'll cover:

- Key components of a well-planned website
- Importance of choosing correct website hosting service
- Importance of user experience when designing a website
- Understand the importance of website maintenance and testing

REVIEWING YOUR WEBSITE

Unit 7

Unit 7 goes deeper into websites and how to review the effectiveness of your website, including:

- Understanding the customer journey, and how this impacts the success of your website
- Digital marketing tools that can be used to measure the success of a website
- Learn how to interpret analytical data to improve your website



SEARCH ENGINE OPTIMISATION

Unit 8

If you have a website, it's important that you learn how to optimise it to show up in search engine results pages. On completion of this unit you will:

- Understand the different methods of internet search
- Understand what SEO (search engine optimization) is and the types of information search engines look for
- Understand a range of SEO techniques and best practices
- Understand how to measure the

PAID ADVERTISING

Unit 9

Looking to boost your online presence? You'll need to learn more about paid advertising. In this unit you'll cover:

- What paid advertising is, what it's used, and the types of information required to create a successful campaign
- Learn a range of paid advertising techniques and best practices
- Understanding how to measure the success of paid advertising campaigns

EMAIL MARKETING

Unit 10

It's now time for your last unit! In your final unit you'll be looking at email marketing. On completion of this unit you will:

- Understand what email marketing is and why it's used
- Understand how to plan an email marketing campaign
- Know how to design and create effective email marketing campaigns
- Understand how to review and improve email marketing campaigns





WHY CHOOSE DIGITAL MARKETING?

1. ENHANCE YOUR TEFL CAREER

From working for a company to setting up your own business, a digital marketing qualification will not only look good on your CV, but it will also teach you how to market yourself to students and employers - a sure fire way to enhance your TEFL career!

2. BOOST YOUR CV

Whether you're thinking of TEFLing for life, or want to TEFL for a couple of years and then branch out into a different career, adding a digital marketing qualification to your CV will make you stand out from the crowd. Digital Marketing skills are super important in today's digital world, and you'll learn so many transferable skills during this short course.

3. INCREASE YOUR EARNING POTENTIAL

Teaching English as a freelancer means you're in complete control of your salary, working hours, and students. Forget working for a company who might cap your hours or your pay, when you're a freelancer there are no caps!

4. GROW YOUR OWN BUSINESS

Forget working for someone else, with a digital marketing qualification you'll have the skills, knowledge, and tools you need to create and grow your very own TEFL business!

FREQUENTLY ASKED Questions

Q: WHAT IS DIGITAL MARKETING?

Digital marketing is one of the fastest growing and fastest changing industries in the world. Digital Marketing provides businesses across all industries the ability to promote their brand and connect with potential customers using the internet and other forms of digital communication

Q: HOW MANY MODULES ARE IN THE COURSE?

The course consists of 10 individual modules, at the end of each module you'll need to complete an end of module assignment.

Q: ARE THERE ANY TECHNICAL REQUIREMENTS?

To complete the course you will need access to the internet via WiFi or any 3G or 4G network, and a PC/laptop, or any Android or iOS compatible mobile/tablet device.

Q: DO I NEED A DEGREE TO COMPLETE THIS COURSE?

Nope! The great thing about this qualification is that you don't need a degree or any other qualifications. This course is designed with beginners in mind, so everything you need to know, you'll learn on the course!

Q: HOW LONG WILL THE COURSE TAKE TO COMPLETE?

Generally speaking, you should be able to complete this course in 3 months or less. The course includes 200 guided learning hours (guided learning hours are the awarding bodies estimate of how long a learner will need to complete their qualification).

Q: WILL I GET SUPPORT THROUGHOUT MY COURSE?

Yes! You'll be assigned a tutor to help you through your course and mark your assignments. They'll be there to offer you support and guidance throughout your course, so if you get stuck on anything or need some help, reach out to them!

Q: DO I NEED ANY DIGITAL MARKETING EXPERIENCE?

Not at all! As this course is an Introduction to Digital Marketing, no previous digital marketing experience is required - you'll learn everything you need to know as part of the course!

Q: WHAT QUALIFICATION WILL I RECEIVE?

After completing your course, you'll gain an Endorsed Certificate in Introduction to Digital Marketing from Training Qualifications UK.



Get in touch



If you've got any questions about the information in this handbook, feel free to contact our friendly TEFL Team on the number below and they'll be happy to help you out!



WE'RE HERE TO HELP

Call us between 07.00-20.00 Mon-Thurs
and 09.00-17.00 Fri (UK time)



ONLINE SUPPORT

[FAQs page](#) or
customersupport@i-to-i.com

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Australia: 1300 88 42 70
South Africa: 021 300 2852

