Pearson BTEC Level 5 Higher Nationals in Business (RQF)

Unit 34

Digital Marketing

Information Pack

Sample

edexcel
Approved Centre

Contents

edexcel
Approved Centre

edexcel
Approved Centre

INTRODUCTION

To support digital transformation and growth, business organisations are becoming more digital savvy and are developing digital marketing plans. The role of digital marketing is to help organisations gain new traffic, leads and sales for their business by expanding their reach to consumers looking for products and services.

The aim of this unit is to introduce students to digital marketing and its importance in the successful marketing of organisations. The unit will enable students to develop an understanding of how organisations use various digital tools and techniques to engage their customers and maintain a competitive advantage.

Digital marketing is a major component of the successful marketing of organisations. The digital landscape is continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies.

This unit is designed to give students the knowledge and tools to work as part of a digital marketing team or to go on to further study in this specific area.

GUIDANCE

This document is prepared to break the unit material down into bite size chunks. You will see the learning outcomes above treated in their own sections. Therein you will encounter the following structures.

Purpose	Explains *why* you need to study the current section of material. Quite often learners are put off by material which does not initially seem to be relevant to a topic or profession. Once you understand the importance of new learning or theory you will embrace the concepts more readily.
Theory	Conveys new material to you in a straightforward fashion. To support the treatments in this section you are strongly advised to follow the given hyperlinks, which may be useful documents or applications on the web.
Example	The examples/worked examples are presented in a knowledge-building order. Make sure you follow them all through. If you are feeling confident then you might like to treat an example as a question, in which case cover it up and have a go yourself. Many of the examples given resemble assignment questions which will come your way, so follow them through diligently.
Question	Questions should not be avoided if you are determined to learn. Please do take the time to tackle each of the given questions, in the order in which they are presented. The order is important, as further knowledge and confidence is built upon previous knowledge and confidence.
Challenge	You can really cement your new knowledge by undertaking the challenges. A challenge could be to download software and perform an exercise. An alternative challenge might involve a practical activity or other form of research.
Video	Videos on the web can be very useful supplements to your distance learning efforts. Wherever an online video(s) will help you then it will be hyperlinked at the appropriate point.

edexcel
Approved Centre

Information Pack

The Digital environment:

Digital marketing is a form of marketing that leverages the internet and digital technologies to connect with customers. Unlike traditional marketing methods such as print, radio, or television, digital marketing uses digital channels like social media, search engines, email, and websites to reach consumers. This approach allows businesses to engage with their audience in real-time and tailor their marketing strategies to specific demographics and behaviors.

One of the key components of digital marketing is data analytics. By tracking and analyzing customer interactions and behaviors online, marketers can gain valuable insights into what works and what doesn't. This data-driven approach enables businesses to optimize their marketing efforts, improve customer targeting, and increase the return on investment (ROI). For example, companies can use search engine optimization (SEO) to improve their website's visibility on search engines or employ pay-per-click (PPC) advertising to drive targeted traffic to their sites.

Digital marketing encompasses various strategies, including content marketing, social media marketing, email marketing, and more. Each of these strategies plays a crucial role in building brand awareness, generating leads, and driving sales. For instance, content marketing involves creating valuable and relevant content to attract and engage a target audience, while social media marketing leverages platforms like Facebook, Instagram, and Twitter to connect with customers and promote products or services. Overall, digital marketing offers businesses a versatile and effective way to reach and engage with their audience in the digital age.

Definitions of digital marketing.
Whilst the core of what digital marketing is will remain the same it can be defined in a number of ways;

1. **Mailchimp**: "Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel"[1].

2. **Forbes Advisor**: "Digital marketing is conducted via digital avenues, including social media, websites, search engines, email, and text messaging. It communicates messages through digital channels accessed through electronic devices, including phones, computers, and tablets"[2].

3. **IBM**: "Digital marketing refers to the use of digital technologies and platforms to promote products, services or concepts to potential customers. It encompasses a wide range of marketing techniques that are intended to increase brand awareness, drive website traffic, generate leads and increase customer conversion rates"[3].

4. **HubSpot**: "Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages"[4].

These definitions highlight the diverse methods and technologies used in digital marketing to reach and engage with customers.

Digital marketing career opportunities and roles, e.g. digital marketing executive, Search Engine Optimisation (SEO) specialist, content strategist.

Even though digital marketing is in its relative infancy compared to more established roles in industry, due to the emergence of new digital technologies there are a vast array of roles that exist, and digital marketing is quickly becoming a function in its own right when you consider the level of detail and work that goes in to a fully functioning digital marketing presence.

Entry-Level Roles

1. **Social Media Coordinator**

   o **Role**: Manages and posts content on social media platforms, engages with followers, and monitors social media trends.

   o **Experience**: Typically requires a basic understanding of social media platforms and some experience with content creation.

2. **Content Writer**

   o **Role**: Creates written content for blogs, websites, social media, and other digital platforms. Focuses on producing engaging and SEO-friendly content.

   o **Experience**: Strong writing skills and a basic understanding of SEO principles are essential.

3. **SEO Specialist**

   o **Role**: Optimizes website content to improve search engine rankings. Conducts keyword research and analyses website performance.

   o **Experience**: Knowledge of SEO tools and techniques, along with analytical skills.

Mid-Level Roles

4. **Email Marketing Specialist**

   o **Role**: Develops and executes email marketing campaigns, analysis campaign performance, and manages email lists.

   o **Experience**: Experience with email marketing platforms and a good understanding of marketing analytics.

5. **PPC Specialist**

- o **Role**: Manages pay-per-click advertising campaigns on platforms like Google Ads and social media. Focuses on maximizing ROI through targeted ads.

- o **Experience**: Proficiency in PPC tools and platforms, along with strong analytical skills.

6. **Content Manager**

- o **Role**: Oversees the creation, publication, and management of digital content. Ensures content aligns with brand strategy and marketing goals.

- o **Experience**: Strong project management skills and experience with content management systems (CMS).

Senior Roles

7. **Digital Marketing Manager**

- o **Role**: Develops and implements digital marketing strategies, oversees various digital marketing campaigns, and manages a team of marketing professionals.

- o **Experience**: Extensive experience in digital marketing, strong leadership skills, and a strategic mindset.

8. **Digital Marketing Strategist**

- o **Role**: Creates comprehensive digital marketing strategies to achieve business goals. Analysis market trends and customer data to inform strategy.

- o **Experience**: Deep understanding of digital marketing channels and tools, along with strong analytical and strategic planning skills.

9. **Chief Marketing Officer (CMO)**

- o **Role**: Leads the overall marketing strategy of the organization, including digital marketing. Focuses on brand development, market expansion, and driving revenue growth.

- o **Experience**: Extensive experience in marketing leadership roles, strong business acumen, and a proven track record of successful marketing strategies.

- Key knowledge and skills that includes digital integration, product management, customer experience, branding, monitoring and evaluating effectiveness and risk management.

Entry-Level Roles

1. **Social Media Coordinator**

- o **Digital Integration**: Proficiency in using social media management tools (e.g., Hootsuite, Buffer) to schedule and monitor posts.

- o **Product Management**: Basic understanding of how social media campaigns align with product launches and promotions.

- o **Customer Experience**: Engaging with followers, responding to comments and messages to enhance customer satisfaction.

- o **Branding**: Ensuring all social media content aligns with the brand's voice and image.

- o **Monitoring and Evaluating Effectiveness**: Using analytics tools to track engagement metrics and report on campaign performance.

- o **Risk Management**: Managing negative comments and crises on social media to protect the brand's reputation.

2. **Content Writer**

- o **Digital Integration**: Familiarity with content management systems (CMS) like WordPress.

- o **Product Management**: Writing product descriptions and blog posts that highlight product features and benefits.

- o **Customer Experience**: Creating engaging and informative content that addresses customer needs and interests.

- o **Branding**: Maintaining a consistent brand voice across all written content.

- o **Monitoring and Evaluating Effectiveness**: Using SEO tools to track content performance and optimize for search engines.

- o **Risk Management**: Ensuring content accuracy to avoid misinformation and potential backlash.

3. **SEO Specialist**

- o **Digital Integration**: Expertise in SEO tools (e.g., Google Analytics, SEMrush) to optimize website performance.

- o **Product Management**: Aligning SEO strategies with product marketing goals to drive organic traffic.

- o **Customer Experience**: Improving website usability and navigation to enhance user experience.

- o **Branding**: Ensuring the website content reflects the brand's identity and values.

- o **Monitoring and Evaluating Effectiveness**: Regularly analysing website traffic and search rankings to measure SEO success.

- o **Risk Management**: Staying updated with search engine algorithm changes to avoid penalties.

Mid-Level Roles

4. **Email Marketing Specialist**

- o **Digital Integration**: Proficiency in email marketing platforms (e.g., Mailchimp, HubSpot).

- o **Product Management**: Creating email campaigns that promote new products and updates.

- o **Customer Experience**: Personalizing email content to improve engagement and customer loyalty.

- o **Branding**: Ensuring email templates and content are consistent with the brand's style.

- o **Monitoring and Evaluating Effectiveness**: Analysing open rates, click-through rates, and conversion rates to optimize campaigns.

- o **Risk Management**: Managing email lists to comply with data protection regulations.

5. **PPC Specialist**

- o **Digital Integration**: Expertise in PPC platforms (e.g., Google Ads, Facebook Ads) to manage ad campaigns.

- o **Product Management**: Designing ad campaigns that align with product marketing strategies.

- o **Customer Experience**: Creating targeted ads that resonate with specific audience segments.

- o **Branding**: Ensuring ad creatives and copy reflect the brand's identity.

- o **Monitoring and Evaluating Effectiveness**: Using analytics to track ad performance and ROI.

- o **Risk Management**: Managing ad budgets to avoid overspending and ensuring compliance with advertising policies.

6. **Content Manager**

- o **Digital Integration**: Proficiency in CMS and content planning tools.

- o **Product Management**: Coordinating content creation for product launches and campaigns.

- o **Customer Experience**: Ensuring content is relevant and valuable to the target audience.

- o **Branding**: Maintaining a consistent brand voice and style across all content.

- o **Monitoring and Evaluating Effectiveness**: Analysing content performance metrics to inform strategy.

- o **Risk Management**: Ensuring content accuracy and compliance with copyright laws.

Senior Roles

7. **Digital Marketing Manager**

- o **Digital Integration**: Overseeing the integration of various digital marketing channels.

- o **Product Management**: Aligning digital marketing strategies with product development and sales goals.