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| **Minor Award Name** | Digital Marketing |
| **Minor Award Code** | 5N1364 |
| **Level** | 5 |

**Suggested resources to support delivery:**

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| **Theme/Topic** | **Type** | **Relevance** | **Author/Source** | **Web Link** |
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| Inbound Marketing | E-Book | Inbound Marketing definition.  Content Creation Ideas  Strategy Planning | The Digital Marketing Institute | <https://digitalmarketinginstitute.com/wp-content/uploads/DMI-the-complete-inbound-marketing-guide-ebook.pdf> |
| Blogging | Online Blogging Platform | Wordpress.com  Free online blogging platform. | Wordpress | <http://www.wordpress.com/> |
| Search Engine Optimisation (SEO) | Online Resource and downloadable PDF | Comprehensive guide to Search Engine Optimisation.  Web Developers SEO Cheat Sheet 2015 | Moz  Moz | <https://moz.com/beginners-guide-to-seo>  <https://moz.com/blog/seo-cheat-sheet> |
| Digital Marketing Plan | Online Resource | Digital Marketing Plan Template  Digital Marketing Plan Resource  SOSTAC - Effective Digital Marketing Planning Tool. | Damien Mulley  Smart Insights  Smart Insights | <http://mulley.ie/marketingplan/>  <https://www.smartinsights.com/>  <http://www.smartinsights.com/digital-marketing-strategy/sostac-model/> |
| Buyer Persona | Online Wizard | Useful and fun tool for creating Buyer Personas for targeting social media content. | HubSpot | <http://www.makemypersona.com> |
| Search Marketing | Online Video Link | Free course produced by the Digital Marketing Institute on Search Marketing   1. Introduction to Search Marketing 2. Content Marketing 3. Pay-per-click 4. Web Analytics 5. Data Protection | Digital Marketing Institute | 1. <http://mediasite.pim.ie/Mediasite/Play/f4da098dbdc447a4b75b3df20bffe1481d> 2. <http://mediasite.pim.ie/Mediasite/Play/b25cb85665cf4834a12b89ef22c4a5651d> 3. <http://mediasite.pim.ie/Mediasite/Play/f3217aba59844f958f80e0ab5b0d4c611d> 4. <http://mediasite.pim.ie/Mediasite/Play/dbbff1864df4412492c4806ef43fca241d> 5. <http://mediasite.pim.ie/Mediasite/Play/8cf88a0c047647879240ac4aa280f5681d> |
| Social Media Platform Management | Website/App | Website and app to manage multiple social media accounts over multiple platforms. Content management and scheduling. Free & Pro accounts. | * HootSuite * Tweetdeck * Socialbro | * <http://www.hootsuite.com/> * [www.tweetdeck.com](http://www.tweetdeck.com) * [www.socialbro.com](http://www.socialbro.com) |
| Social Media Platforms | Online Report | The Irish Digital Consumer Report 2015.  Comprehensive report of social media and internet use by users in Ireland. | Shane O’Leary | [https://www.dropbox.com/s/towc3cqsiin95j2/The Irish Digital Consumer Report 2015 from Shane O Leary.pdf?dl=0](https://www.dropbox.com/s/towc3cqsiin95j2/The%20Irish%20Digital%20Consumer%20Report%202015%20from%20Shane%20O%20Leary.pdf?dl=0) |
| Content Creation | Website/App | * Pixlr – Free website & app for uploading and editing images. Text, filters, borders, collages. * Prezi – website & app for creating and sharing presentations. * GoAnimate – Create animated videos * Wordle.net – Create wordclouds * Pictochart – Create Infographics | Pixlr.com  Prezi.com  Goanimate.com  Wordle.net  Piktochart.com | * [www.pixlr.com](http://www.pixlr.com) * [www.prezi.com](http://www.prezi.com) * [www.goanimate.com](http://www.goanimate.com) * <http://www.wordle.net/> * <http://piktochart.com/> |
| Facebook Pages to Follow | Facebook | Important to follow industry Facebook pages to keep up to date with trends and advances in the profession. | 1. Mark Zuckerberg 2. SmartInsights 3. Social Media Today 4. Search Engine Journal 5. HubSpot 6. PostPlanner 7. Moz.com | 1. <https://www.facebook.com/zuck/> 2. <https://www.facebook.com/smartinsights/> 3. <https://www.facebook.com/socmediatoday/> 4. <https://www.facebook.com/SearchEngineJournal/> 5. <https://www.facebook.com/hubspot/> 6. <https://www.facebook.com/postplanner/> 7. <https://www.facebook.com/moz/> |
| Blogs to Follow | Blog | Important to follow industry blogs to keep up to date with trends and advances in the profession. | 1. Digital Marketing Institute Blog 2. Dan Zarella 3. HubSpot 4. Moz | 1. <http://digitalmarketinginstitute.com/ie/blog> 2. <http://danzarrella.com/> 3. <http://blog.hubspot.com> 4. <https://moz.com/blog> |
| Hashtags & Trending | Websites & Online Resources | Websites for registering and monitoring hashtags & Trending stats. | 1. Hashtags 2. Twubs 3. HashtagTracking 4. Trendsmap | 1. [www.hashtags.org](http://www.hashtags.org) 2. [www.twubs.com](http://www.twubs.com) 3. [www.hashtracking.com](http://www.hashtracking.com) 4. [www.trendsmap.com](http://www.trendsmap.com) |
| Online Training & Certification | Certification | Google Analytics – Training  Google Adwords – Training & Certification  Inbound Marketing | Google  Google  HubSpot | <https://support.google.com/partners/answer/6089738?hl=en>  <https://support.google.com/partners/answer/3154326?hl=en>  <http://academy.hubspot.com/certification> |
| Digital Media Landscaping | Social Media eTools | These tools can be used to measure and compare online influence.  These tools can measure user activity and gain insights in user behaviour.  Free and pro accounts. Most require a twitter login. | 1. TweetReach 2. Kred 3. Klout 4. Folllowerwonk 5. Twiangulate 6. Tweriod 7. Retweetrank 8. Twitalyzer 9. Socialmention 10. Bufferapp 11. TwitlistManager | 1. <https://tweetreach.com> 2. [www.kred.com](http://www.kred.com) 3. [www.klout.com](http://www.klout.com) 4. [www.followerwonk.com](http://www.followerwonk.com) 5. [www.twiangulate.com](http://www.twiangulate.com) 6. [www.tweriod.com](http://www.tweriod.com) 7. [www.retweetrank.com](http://www.retweetrank.com) 8. [www.twitalyzer.com](http://www.twitalyzer.com) 9. [www.socialmention.com](http://www.socialmention.com) 10. [www.bufferapp.com](http://www.bufferapp.com) 11. [www.twitlistmanager.com](http://www.twitlistmanager.com) 12. [www.topsy.com](http://www.topsy.com) |
| Digital Marketing | Book | **Digital Marketing: Strategy, Implementation and Practice**  Complete course on Digital Marketing covering all areas of module.  Teachers can request an e-book and signup to use the resources from the website. | Dave Chaffey, Fiona Ellis-Chadwick | <https://shar.es/15dwRa> |

**Useful Organisations:**

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| **Name** | **Contact Information** |
| The Marketing Institute of Ireland | <https://mii.ie/> |
| The Small Firms Association of Ireland | <http://www.sfa.ie/> |
| Techspectations Digital Participation Project – Sign up for invitations to Digital Marketing and Social Media Conferences held in The Helix and hosted by DCU Business School | <http://techspectations.org/> |
| Office of Data Protection | <http://www.dataprotection.ie/> |
| A guide to behavioural advertising and online privacy | <http://www.youronlinechoices.eu/> |
| Ted.com | <http://www.ted.com/> |
| TedEd.com | <http://ed.ted.com/> |

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| **MOOCs (Massive Online Open Courses)** | |
| Free access to online courses  Search regularly for new courses and new start dates | https://www.mooc-list.com/ |

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| * Marketing in a Digital World * Digital Analytics for Marketing Professionals: Marketing Analytics in Theory * Digital Analytics for Marketing Professionals: Marketing Analytics in Practice * Digital Marketing Channels: The Landscape * Digital Marketing Channels: Planning | Courses available through [www.coursera.org](http://www.coursera.org), these courses can be taken at any time. |
| Alison Diploma in Internet Marketing – Basic course in Social Media Marketing using twitter & Facebook. | <https://alison.com/courses/Diploma-in-Internet-Marketing/content> |