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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 IdeasStrategy 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 | MozMoz | <https://moz.com/beginners-guide-to-seo><https://moz.com/blog/seo-cheat-sheet>  |
| Digital Marketing Plan | Online Resource | Digital Marketing Plan TemplateDigital Marketing Plan ResourceSOSTAC - Effective Digital Marketing Planning Tool. | Damien MulleySmart InsightsSmart 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 Marketing1. 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>
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| 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.comPrezi.comGoanimate.comWordle.netPiktochart.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/>
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| 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)
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| Online Training & Certification | Certification | Google Analytics – TrainingGoogle Adwords – Training & CertificationInbound Marketing | GoogleGoogleHubSpot | <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 coursesSearch 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> |