

Welcome, welcome, welcome to the course.

This course explores how to use social media and digital technology to generate marketing insights and analytics.

We will introduce you various frameworks and tools that you can use to analyse social media and digital data.

For example, you will learn

various platforms for social media management in the listening.

You will also learn about search engine optimisation and the search engine marketing.

With the tools and skills learned,

you should be able to develop

a solid social media and digital marketing plan for your organisation.

One useful tip for you to get started for this course is to think about organisation that

you would like to apply the knowledge and the skills learning

this course to help these organisations grow and improve.

It can be the organisation that you work for or your own business,

or another organisation of your interest.

Use this organisation for all the activities and assessments that you could use,

because the final assessment of this course requires you

to analyse the social media and digital marketing for an organisation of your choice,

and then design a digital and a social media marketing strategy and the campaign for it,

so as you can start working on this final assessment from

Day 1 of this course by picking up the organisation that you want to help.