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ficace e a proprio vantaggio le tante opportunità del digital marketing. Questo significa tenersi al passo con gli strumenti digitali e sapere come utilizzarli per raggiungere i propri obiettivi a livello di business e di marketing. ECDL Digital Marketing vi guiderà attraverso le principali cono-

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Digital Marketing . Η ενότητα αυτή παρέχει μια γερή βάση για την ανάπτυξη δεξιοτήτων, όπως η δημιουργία διαδικτυακής παρουσίας, η βελτιστοποίηση περιεχομένου για μηχανές αναζήτησης, η online διαφήμιση και η παρακολούθηση μέσω ...

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La ECDL Digital Marketing è un programma di certificazione che copre i concetti e le competenze essenziali relative ai fondamenti del marketing digitale. Esso è indirizzato a chi utilizza il canale Web per studiare il mercato e sviluppare i rapporti commerciali (promozione, assistenza, vendita), attività sempre più importanti per tutte le organizzazioni, sia pubbliche che private.

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preparatorio alla certificazione ECDL digital marketing, proposta dalla Fondazione ECDL/ICDL a livello internazionale e distribuita in Italia da AICA ...

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This module sets out essential concepts and skills relating to the fundamentals of digital marketing, including creating a web presence, optimising content for search engines, using social media platforms, carrying out online marketing and advertising across a range of services, as well as monitoring and improving campaigns using analytics.

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