

ABE Level 3 Award in Digital Marketing Essentials for Small Businesses



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Learn how to
create a digital
marketing plan and
use technology to
improve business
performance



Why study Digital Marketing Essentials for Small Businesses?

This course is ideal if you are thinking about setting up a small business or if you are already running such a venture. You will create a digital marketing plan designed to improve the business's performance. In so doing, you will also develop transferrable skills which are valued by employers.



What will I learn?

On completing this programme, you will be able to:

- Explain the terminology, benefits, risks and other considerations of using digital and online tools and techniques
- Outline the practical aspects of creating the infrastructure for digital and online tools
- Identify potential legal and contractual considerations
- Demonstrate how digital and online tools can be used to engage with customer, prospects and the market
- Suggest how digital and online tools can be used to generate revenues for the business
- Create an online profile for a business and potential points of differentiation
- Explain the importance of customer behaviour in an online context
- Develop a creative digital marketing plan for a small business

Your learning will be supported by a specially written study guide and access to the ABE members' portal

How will I be assessed?

The qualification will be assessed by a 1,500-word assignment set by ABE

At the same level of learning difficulty as an A level

Qualification details:

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- Qualification Number: 603/1928/8
- Guided Learning Hours: 50
- Credits: 6

Qualification structure:

A single unit qualification comprised of the following five Elements:

- Element 1** Introduction to the digital world for small businesses
- Element 2** How to create the infrastructure for successful Small-Medium Enterprises (SMEs)
- Element 3** Using digital and online tools to communicate and generate revenues
- Element 4** How to develop and maintain an online presence
- Element 5** Creating a digital marketing plan for a small business

This is an open entry qualification which does not have formal entry requirements



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