

UNIT 1 - Techniques and Methods in Digital Marketing Campaign

- 3.1.1.a. [Digital marketing Overview](#)
- 3.1.1.b. [Creating an online portfolio and blog](#)
- 3.1.1.c. [Search Engine Optimisation](#)
- 3.1.1.d. [Overview on Web Analytics](#)
- 3.1.1.e. [Creating engaging web copy](#)
- 3.1.1.f. [Developing an online marketing strategy](#)
- 3.1.1.g. [Developing leads and networking](#)
- 3.1.1.h. [Using Behance to promote your business](#)

UNIT 2 - Harnessing social media to sell your product or service

- 3.2.1.a. [An overview of Social Media Platforms](#)
- 3.2.1.b. [Using social media effectively](#)
- 3.2.1.c. [Creating social media accounts and using branding](#)
- 3.2.1.d. [Using analytic processes for social media](#)
- 3.2.1.e. [Creating content for social media](#)
- 3.2.1.f. [Crafting a social media plan](#)
- 3.2.1.g. [Using social media management tools](#)

UNIT 3 - Developing a personal brand

- 3.3.1.a. [Establishing a personal brand](#)
- 3.3.1.b. [Using cross posting with Sprout, Buffer, Hootsuite](#)
- 3.3.1.c. [Keeping a brand consistent](#)
- 3.3.1.d. [Using social media to promote your brand](#)
- 3.3.1.e. [Protecting your reputation on Social Media](#)

UNIT 4 - Copyright and related laws for social media

- 3.4.1.a. [Social Media and copyright](#)
- 3.4.1.b. [Avoid Copyright Infringement on Social Media](#)
- 3.4.1.c. [Keeping yourself right – tips](#)