**Training Fiche**

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| Title | Digital Marketing for VET provision |
| Ref. DigCompEdu  | Area 1: Professional Engagement |
| Keywords (meta tag) | Marketing, the Internet, user, website, social networks, email, SEO, SEM, VET |
| Language | English |
| Objectives / Goals / Learning outcomes | * Improving online communication to promote the VET educational offer.
* Learning about marketing possibilities and its types.
* Knowing how to create, design and position a website to promote our services.
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| Description | The Internet is a great medium for promoting educational services in vocational training. It does not only allow us to make our educational offer known, but it also enables contact with potential customers and opens up new possibilities of digital marketing. In this course, you will learn how to implement these strategies and promote your educational services on the Internet. |
| Contents arranged in 3 levels | **Digital Marketing of VET provision**1. **Online communication for VET**
	1. The VET offer
	2. Online Communication
2. **Online Marketing**
	1. What is Online Marketing?
	2. Website
	3. *SEO* and *SEM*
	4. Email Marketing
	5. Social Media
 |
| Self-evaluation (multiple choice queries and answers) | 1. Which one is an Internet advantage?
2. Immediacy
3. Versatility
4. **Both are correct**
5. Which one of these social networks is used to post images and short videos?
6. Facebook
7. LinkedIn
8. **Instagram**
9. What should be the main focus of our digital marketing strategy?
10. Our social networks
11. Our emails
12. **Our website**
13. What is SEO for?
14. **To position a website**
15. To create a website
16. To structure a website
17. What must our website have?
18. Advertising
19. **Contact information**
20. Videos
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| Toolkit (guidelines, best practices, checklist, lessons learned…) | Name  | SWOT Analysis Tool |
| Description | A SWOT analysis is a strategic tool to understand the Strengths, Weaknesses, Opportunities and Threats of a project, situation, venture or business. It is a tool used by professionals to examine the possibilities and optimally consider the possible outlets. |
| File name |  |
| Resources (videos, reference link)  |  |
| Related material |  |
| Related PPT |  |
| Bibliography  | <https://www.inboundcycle.com/blog-de-inbound-marketing/que-es-el-marketing-digital-o-marketing-online> <https://learndigital.withgoogle.com/activate/course/digital-marketing> <https://blog.hootsuite.com/es/estrategias-de-marketing-en-redes-sociales/> <https://es.sendinblue.com/blog/que-es-el-email-marketing/> <https://www.cyberclick.es/sem/sem-y-seo> <https://rockcontent.com/es/blog/como-crear-un-sitio-web/> |
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