RESKILLING LAB
DT-05 TRAINING & SELF-LEARNING PACK

DIGITAL MARKETING

From Traditional Communication to Digital Marketing

Beginner → Intermediate | Recommended learning time: 40–60 hours
Expanded Learner Handbook | Version 1.0 | September 2026

How to Use This Handbook

DT-05 is a practical reskilling pathway for employees, SME staff, VET learners, jobseekers and career changers who need to understand how organisations attract, engage and retain audiences through digital channels. The handbook combines marketing theory with applied work in content, search, social media, websites, email, analytics and AI-assisted production.

The pathway is channel-neutral and does not assume that every organisation needs every platform. Learners are expected to begin with customer needs and business objectives, then select channels, content and metrics. Practical work should use fictional, open or explicitly authorised organisational information.

1. Pathway Overview

Item	DT-05 Specification
Pathway	Digital Marketing
Target level	Beginner → Intermediate
Recommended workload	40–60 hours
Target groups	Employees; SME staff; VET learners; jobseekers; entrepreneurs; career changers; communication and sales staff
Entry requirements	Basic digital literacy and ability to use web, email and office applications
Possible target roles	Digital Marketing Assistant; Social Media Specialist; SEO Assistant; Content Coordinator; Marketing Operations Assistant
Core practice areas	Strategy; customer journey; content; SEO; social media; email; web analytics; campaigns; AI-assisted content
Main evidence	Audience profile; customer journey; content plan; SEO audit; social campaign; email sequence; measurement plan; capstone digital marketing campaign

1.1 Learning Outcomes

- Explain the role of digital marketing within an organisation's wider marketing strategy.
- Define target audiences and create evidence-informed personas without stereotyping individuals.
- Map a customer journey and select appropriate digital touchpoints.
- Develop clear value propositions, messages and calls to action.
- Plan and create useful digital content for different channels and stages of the journey.
- Apply foundational SEO principles to website structure and content.
- Plan social-media activity around objectives, audiences and measurable outcomes.
- Explain paid digital advertising concepts including targeting, bidding, creative and conversion.
- Design basic email-marketing and lead-nurturing workflows.
- Use web and campaign analytics to evaluate performance.
- Define meaningful marketing KPIs and distinguish them from vanity metrics.
- Use generative AI responsibly for ideation, drafting, adaptation and analysis while verifying outputs.
- Apply privacy, consent, accessibility, copyright and ethical marketing principles.
- Create an integrated digital marketing plan for an SME.

2. Initial Skills Check

#	Statement	0 No	1 Partly	2 Yes
1	I can define a digital marketing objective linked to a	☐	☐	☐

	business goal.			
2	I can identify a target audience and explain its needs.	☐	☐	☐
3	I can map a basic customer journey.	☐	☐	☐
4	I can write a clear value proposition and call to action.	☐	☐	☐
5	I can plan content for more than one digital channel.	☐	☐	☐
6	I understand the basic purpose of SEO.	☐	☐	☐
7	I can distinguish organic and paid digital activity.	☐	☐	☐
8	I can identify useful social-media metrics.	☐	☐	☐
9	I understand basic email campaign structure.	☐	☐	☐
10	I can explain conversion rate and click-through rate.	☐	☐	☐
11	I can use analytics data to identify a marketing problem.	☐	☐	☐
12	I understand basic privacy and consent issues in digital marketing.	☐	☐	☐
13	I can identify misleading or manipulative marketing practices.	☐	☐	☐
14	I can use AI to assist marketing work and independently verify the output.	☐	☐	☐

Indicative formative interpretation: 0–10 Foundation needed; 11–18 Developing; 19–23 Functional; 24–28 Ready for intermediate practice.

3. Digital Marketing Foundations

Marketing is the process of understanding needs, creating value, communicating that value and building exchanges or relationships that support organisational objectives. Digital marketing applies these principles through digitally mediated channels such as websites, search engines, email, social platforms, online marketplaces and digital advertising.

Digital marketing should not be treated as a collection of isolated posting activities. Effective practice connects business objectives, audience needs, value proposition, channel selection, content, user experience, conversion and measurement.

Digital channels create distinctive capabilities: behaviour can often be measured quickly, content can be personalised or adapted, campaigns can be tested, and organisations can interact directly with audiences. These advantages also create responsibilities concerning privacy, transparency and responsible targeting.

For SMEs, the strongest strategy is often selective rather than expansive. Maintaining many inactive channels can reduce credibility and waste resources. The organisation should prioritise the channels where its audiences actually search, compare, communicate or purchase.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

4. Strategy, Objectives and the Marketing Funnel

A digital marketing strategy explains whom the organisation wants to reach, what value it offers, which outcomes it seeks, which channels it will use and how performance will be measured.

Objectives should be specific enough to guide action. 'Increase awareness' is incomplete unless the target audience, time period and evidence are defined. A stronger objective might specify qualified website visits, enquiries, registrations or sales from a defined audience over a defined period.

Funnels simplify the progression from awareness to consideration, conversion and retention. Real customer journeys are less linear: people may revisit stages, use multiple devices and consult several channels before acting.

Marketing teams should therefore measure both final outcomes and useful intermediate signals. However, high impressions or follower counts are not necessarily business success if they do not contribute to meaningful outcomes.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

5. Audience Research and Personas

Audience research seeks evidence about who needs the offering, what problems they are trying to solve, how they search for information, what barriers they face and which criteria shape their decisions.

Useful sources include customer interviews, surveys, website analytics, search data, sales records, support questions and market research. Assumptions should be labelled as assumptions until evidence is available.

A persona is a simplified representation of an audience segment used to support planning. It should focus on relevant needs, behaviours, goals and constraints rather than invented personal details or stereotypes.

Segmentation can use geography, behaviour, needs, lifecycle stage, organisation type or other legitimate characteristics. Sensitive characteristics and discriminatory targeting require particular care and may be restricted by law or platform policy.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

6. Customer Journey and Digital Touchpoints

A customer journey maps the stages and interactions through which a person becomes aware of a need, discovers options, evaluates alternatives, acts and potentially becomes a repeat customer or advocate.

Touchpoints include search results, website pages, social posts, advertisements, emails, reviews, forms, calls, chat and post-purchase communication. Each touchpoint should have a purpose appropriate to the user's stage.

Journey mapping helps identify gaps. An organisation may invest heavily in awareness while providing weak product information at the comparison stage, or generate leads without a clear follow-up process.

Friction is anything that makes progress unnecessarily difficult: slow pages, unclear pricing, inaccessible forms, confusing navigation, weak mobile design or repeated requests for the same information.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

7. Value Proposition, Messaging and Calls to Action

A value proposition explains why a defined audience should consider an offering. It connects customer need, benefit and differentiation. It should be understandable without internal jargon.

Features describe what a product or service has; benefits describe what the customer gains. Strong digital copy links relevant features to credible benefits and avoids unsupported claims.

Message hierarchy helps users scan content. The main message should appear early, followed by supporting evidence and a clear next step.

A call to action tells the user what to do next, such as request information, register, download, compare or buy. Effective calls to action are specific and aligned with the user's readiness rather than forcing an immediate sale in every context.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

8. Content Marketing Strategy

Content marketing uses useful, relevant content to attract, inform and engage a defined audience. Content can include articles, guides, videos, webinars, case studies, FAQs, newsletters, tools and social posts.

A content strategy defines audience, purpose, themes, formats, channels, responsibilities, publishing rhythm and measurement. Producing content without a strategy often creates inconsistent messages and unused assets.

Content should match search and decision intent. Educational content may answer early-stage questions; comparison pages support evaluation; case studies provide evidence; onboarding content supports retention.

Evergreen content remains useful over time but still requires periodic review. Dates, links, product details, statistics and regulatory information can become outdated.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

9. Content Planning and Editorial Calendars

An editorial calendar converts strategy into an operational publishing plan. It can record topic, audience, journey stage, format, channel, owner, due date, status, CTA and measurement.

Content should be repurposed deliberately. A webinar can become a summary article, short clips, a checklist and social posts, but each format should be adapted rather than copied mechanically.

Content production needs approval rules. Claims, prices, technical information and regulated statements may require specialist review before publication.

A sustainable calendar reflects available resources. Consistency and relevance are usually more valuable than an unrealistic publishing frequency.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

10. Search Engine Optimisation: Foundations

SEO is the practice of improving a website's ability to be discovered through relevant organic search results. It combines useful content, clear site structure, technical accessibility and signals that help search engines understand pages.

Search intent describes what a user is trying to achieve. Common intents include informational, navigational, commercial investigation and transactional. A page should satisfy the relevant intent rather than merely repeat a keyword.

On-page SEO includes meaningful page titles, headings, descriptive URLs, useful body content, internal links and image text alternatives where appropriate. Keyword use should remain natural and user-centred.

SEO is not a guarantee of ranking. Search systems change, competitors change and results vary. Sustainable SEO focuses on useful content, accessible websites and technically sound publishing rather than manipulative shortcuts.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.

- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

11. Technical SEO and Website Quality

Technical SEO concerns whether search systems can access, interpret and index appropriate pages efficiently. It intersects with website architecture, performance, mobile usability and structured information.

Broken links, duplicate pages, incorrect redirects, inaccessible navigation and slow performance can harm user experience and discoverability. XML sitemaps and robots controls can help manage crawling but must be configured carefully.

Canonicalisation helps indicate a preferred version when similar URLs exist. Incorrect canonical or noindex settings can unintentionally remove important pages from search.

Core website quality is broader than SEO. A page should load reliably, work on mobile devices, provide accessible interaction and lead users toward useful outcomes.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

12. Social Media Marketing

Social media can support awareness, community, customer service, employer branding, traffic and sales. The appropriate role depends on audience behaviour and organisational objectives.

Platform selection should be evidence-based. An organisation does not need every social network. It should consider audience presence, content capability, moderation resources and business relevance.

Organic reach and paid distribution are different. Organic content can build relationships and credibility; paid campaigns can extend reach to defined audiences but require budget, targeting, creative testing and measurement.

Community management includes responding to comments, questions and complaints. A response protocol should define tone, escalation and handling of abusive or sensitive content.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

13. Paid Digital Advertising

Paid digital advertising includes search ads, display, social advertising, video and other auction- or placement-based formats. Advertisers commonly pay based on impressions, clicks, views, conversions or other actions.

Targeting can use context, interests, behaviour, geography, remarketing or customer data subject to applicable rules. More granular targeting is not automatically better; small audiences can increase cost and privacy concerns.

Creative and landing page must work together. An advertisement promising one thing should not lead to a generic page that makes the user search again.

Campaign optimisation requires enough data and a meaningful conversion definition. Optimising only for cheap clicks can attract users who are unlikely to become customers.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

14. Email Marketing and Lead Nurturing

Email marketing supports newsletters, offers, onboarding, event communication and lead nurturing. It is a permission-sensitive channel because users expect control over commercial communication.

A useful email has a clear sender, relevant subject, concise message, identifiable CTA and appropriate preference or unsubscribe mechanisms where required.

Segmentation can improve relevance by tailoring content to lifecycle stage, interests or previous interactions. Excessive personalisation can become intrusive and should not exceed the organisation's legitimate data use.

Automation can deliver welcome sequences, reminders or follow-up messages. Automated communication should be tested for timing, logic and exceptions.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

15. Landing Pages and Conversion Optimisation

A landing page is designed around a specific campaign or action. It should align with the message that brought the visitor to the page and remove unnecessary distraction.

Conversion is the completion of a desired action such as registration, enquiry, purchase or download. Conversion rate compares completed actions with an appropriate denominator, often visits or eligible users.

Conversion optimisation uses evidence to reduce friction. Possible improvements include clearer copy, simpler forms, stronger evidence, better mobile usability or faster loading.

A/B testing compares variants under controlled conditions. Small samples can produce unstable results, so teams should avoid declaring a winner based on random fluctuation.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

16. Web Analytics and Measurement

Web analytics records digital interactions such as page views, sessions, traffic sources, events and conversions. Metrics become useful only when connected to a question.

Dimensions describe context, such as source, device or page. Metrics quantify behaviour, such as users, sessions, events or revenue. Analysts should understand how their analytics platform defines each measure.

Attribution attempts to assign credit for outcomes across marketing touchpoints. Simple last-click models can understate earlier interactions. Attribution should be interpreted as a model rather than perfect knowledge of causation.

Measurement plans define business objective, user action, KPI, data source, reporting frequency and owner. This prevents dashboards from becoming collections of unrelated numbers.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

17. Digital Marketing KPIs and ROI

Common digital metrics include reach, impressions, click-through rate, cost per click, engagement rate, conversion rate, cost per acquisition, average order value, retention and return on advertising spend.

A KPI is a metric selected because it reflects progress toward an objective. Followers may be useful context but should not automatically be treated as a KPI.

Return on investment compares value created with resources spent, but marketing value can include delayed or indirect outcomes. The calculation should state what costs and benefits are included.

Metrics can create perverse incentives. Optimising for engagement alone may reward sensational content; optimising for leads alone may reduce lead quality. Balanced measurement is necessary.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

18. Marketing Experiments and A/B Testing

Digital environments make controlled experimentation possible. A test begins with a hypothesis, such as 'reducing form fields will increase completed enquiries'.

Only meaningful variables should be changed when the objective is to isolate an effect. If headline, image, price and form all change simultaneously, the cause of any difference is unclear.

Tests need adequate sample size and duration. Seasonal events, campaign changes and small samples can distort results.

Experiments should respect users. Dark patterns, deceptive urgency or manipulative consent should not be treated as acceptable optimisation techniques.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

19. Online Reputation, Reviews and Community

Reviews and public comments influence trust. Organisations should monitor relevant channels, respond professionally and learn from recurring issues.

Negative feedback should not automatically be removed or challenged. A useful response acknowledges the issue, avoids exposing personal information and moves complex cases to an appropriate support channel.

Fake reviews, undisclosed endorsements and manipulated ratings damage trust and may breach platform or legal rules.

Reputation management is strongest when it connects marketing with actual service quality. Communication cannot sustainably compensate for a poor customer experience.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

20. E-commerce and Marketplace Fundamentals

E-commerce marketing connects product discovery, product information, trust, checkout, delivery and retention. Product pages should provide accurate descriptions, images, pricing, availability and policies.

Marketplace platforms can provide access to established audiences but may limit customer data, branding and margin. Businesses should understand platform fees and dependency.

Cart abandonment can arise from unexpected cost, complex checkout, lack of trust, technical errors or simple customer hesitation. Analysis should identify causes before interventions are chosen.

Post-purchase communication influences repeat business. Confirmation, delivery information, support and relevant follow-up are part of the digital customer experience.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

21. Mobile Marketing and Local Digital Presence

Many users interact primarily through mobile devices. Pages, forms, emails and advertisements should therefore be designed for small screens, touch interaction and variable connectivity.

Local businesses benefit from accurate location, contact, opening-hour and service information across relevant search and map services. Inconsistent information creates customer friction.

Local content should be genuinely useful to local audiences rather than creating many near-duplicate pages for search manipulation.

Mobile measurement should consider calls, directions, messaging and other actions beyond conventional website purchases.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

22. Privacy, Consent and Ethical Digital Marketing

Digital marketing often processes identifiers, behavioural data, contact information and preferences. Organisations should understand what they collect, why they collect it, how long they retain it and with whom it is shared.

Consent, legitimate interests and other legal bases are legal concepts whose application depends on context and jurisdiction. Marketers should work with appropriate legal or data-protection expertise rather than assuming that a platform setting guarantees compliance.

Ethical marketing avoids deception, hidden sponsorship, discriminatory targeting and manipulative interface design. Users should be able to understand when content is advertising and what action they are taking.

Data minimisation improves both privacy and operational quality. Collect only information that serves a defined purpose.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

23. Accessibility and Inclusive Marketing

Accessible marketing expands the number of people who can understand and use digital content. It also improves clarity for mobile users, older users and people in difficult environments.

Web content should use meaningful headings, descriptive links, keyboard-accessible interaction, readable contrast and alternative text for informative images. Videos should consider captions and transcripts.

Plain language improves comprehension. Marketing does not become stronger by making simple ideas unnecessarily complex.

Inclusive communication should avoid stereotypes and represent audiences respectfully. Accessibility and inclusion should be considered during planning, not added after publication.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

24. Generative AI in Digital Marketing

Generative AI can assist with topic ideation, outlines, draft copy, content adaptation, image concepts, segmentation hypotheses, keyword clustering and summary of performance data.

AI-generated content may contain factual errors, invented citations, repetitive phrasing or inappropriate claims. Human review remains necessary before publication.

Brand voice should be documented so AI-assisted content can be reviewed against consistent standards. AI should not be used to fabricate testimonials, customer experiences or evidence.

Sensitive customer information and confidential campaign data should not be entered into unapproved AI systems. Copyright, licensing and platform rules also need review for generated assets.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.

- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

25. Integrated Campaign Planning

An integrated campaign aligns objective, audience, message, offer, channels, content, landing experience and measurement. Integration means that each component reinforces the same strategy, not that identical content is posted everywhere.

Campaign planning should identify dependencies and owners. A social advertisement cannot perform effectively if the landing page is incomplete or the sales team is not prepared to respond to leads.

Budgets should include content production, media spend, tools, staff time and measurement. Low media cost does not mean a campaign is inexpensive if it consumes substantial staff effort.

Post-campaign review compares results with objectives, documents learning and decides what to stop, continue or test next.

Practical Application

- Apply the concepts to a fictional SME offering a clearly defined product or service.
- Identify the target audience, one relevant channel, one meaningful KPI and one ethical/privacy consideration.
- Record one practical improvement that could be tested rather than assumed.

26. Practical Lab Series

Lab	Focus	Task	Evidence
Lab 1	Marketing Objective	Translate three business goals into measurable digital marketing objectives.	Objective sheet
Lab 2	Audience & Persona	Build an evidence-based audience profile and persona.	Persona card
Lab 3	Customer Journey	Map awareness, consideration, conversion and retention touchpoints.	Journey map
Lab 4	Content Planning	Create a four-week editorial calendar with formats, owners and CTAs.	Content calendar
Lab 5	SEO Audit	Review titles, headings, intent, internal links and content quality on sample pages.	SEO checklist
Lab 6	Social Campaign	Design an organic social campaign for one audience and objective.	Campaign pack
Lab 7	Paid Campaign	Create a fictional paid-ad plan with audience, creative, budget and conversion.	Media plan
Lab 8	Email Sequence	Design a welcome or lead-nurture sequence of three emails.	Email sequence
Lab 9	Landing Page	Create a wireframe and copy for a campaign landing page.	Landing-page brief
Lab 10	Analytics	Interpret a fictional performance dashboard and identify three actions.	Insight report
Lab 11	AI-Assisted Content	Generate and revise content with an approved AI tool, documenting verification.	AI review log

Lab 12	Capstone	Build an integrated SME digital marketing campaign.	Campaign portfolio

27. KPI Reference Table

Objective	Possible KPI	Caution
Awareness	Qualified reach / impressions / branded search	High reach alone does not prove business value.
Traffic	Relevant website sessions	Traffic quality matters as much as volume.
Engagement	Meaningful interaction rate	Platform definitions differ.
Lead generation	Qualified leads / conversion rate	Define what makes a lead qualified.
Sales	Revenue / conversion / cost per acquisition	Account for margin and attribution limits.
Retention	Repeat purchase / renewal / churn	Use an appropriate time period.
Email	Click rate / conversion / unsubscribe	Open-rate interpretation can be affected by privacy technology.
Paid media	CPA / ROAS	Cheap clicks may not create profitable customers.

28. Content Quality Checklist

- Audience and purpose are clear.
- Information is accurate and current.
- Main benefit is understandable.
- Claims are supported and not exaggerated.
- Content matches search or user intent.
- Structure is scannable and accessible.
- CTA is clear and appropriate.
- Links work and lead to the intended destination.
- Copyright/licensing is respected.
- AI-assisted content has been reviewed by a responsible person.

29. SME Case Studies

Case 1 – High Traffic, Low Enquiries

A consulting SME doubled website visits but enquiries remained unchanged.

Task: Investigate traffic quality, landing pages, CTA, forms and conversion by source before proposing more advertising.

Case 2 – Social Media Without Strategy

A small manufacturer posts daily on four platforms but cannot explain the business objective.

Task: Select priority audience, channel, content themes and KPIs; identify activity that should stop.

Case 3 – Newsletter Decline

A training provider's email list is growing while clicks and registrations decline.

Task: Review segmentation, relevance, frequency, subject lines, CTA and list quality.

Case 4 – SEO Content Factory

An SME uses AI to publish 100 low-value articles targeting keyword variations.

Task: Assess quality, duplication, brand risk, search intent and a sustainable alternative.

Case 5 – Paid Campaign

A tourism company reports a high click-through rate but poor booking performance.

Task: Trace the journey from ad to landing page to booking and define better conversion metrics.

Case 6 – Privacy Concern

A company wants to upload its complete customer list to multiple advertising platforms.

Task: Identify governance, minimisation, consent/legal-review and supplier-risk questions before proceeding.

30. Capstone Project – Integrated SME Digital Marketing Campaign

Design a complete digital marketing campaign for a fictional SME or an organisation for which you have explicit permission.

1. Business context and campaign objective.
2. Target audience and evidence-informed persona.
3. Customer journey and priority touchpoints.
4. Value proposition and message hierarchy.
5. Channel strategy and rationale.
6. Four-week content calendar.
7. SEO content or page optimisation plan.
8. Organic social-media component.
9. Optional paid-media component with fictional budget.
10. Three-email sequence or equivalent retention activity.
11. Landing-page brief and CTA.
12. Measurement plan with 6–8 KPIs.
13. Privacy, accessibility, copyright and ethical review.
14. AI-use and verification log if AI is used.
15. Post-campaign review template and management summary.

Capstone Assessment Rubric

Criterion	Weight
Business objective and strategy	15%
Audience and customer journey	15%
Value proposition and content	15%
Channel and campaign integration	15%
SEO / web / conversion quality	10%
Measurement and analytical reasoning	15%
Privacy, ethics and accessibility	10%
Feasibility and communication	5%

31. Final Knowledge Assessment

1. What should digital marketing strategy begin with?

2. What is search intent?

3. What is a conversion?

4. Why is follower count often a weak KPI?

5. What is a customer journey?

6. What is organic search traffic?

7. Why should an ad and landing page align?

8. What is A/B testing?

9. Why must AI-generated marketing content be reviewed?

10. What is data minimisation?

11. Why is attribution imperfect?

12. What makes a KPI different from any metric?

Answer Key

1. Business objectives, audience needs and value proposition rather than a platform.

2. The underlying goal a user is trying to achieve through a search.

3. Completion of a defined desired action.

4. It may not reflect meaningful progress toward a business objective.

5. The stages and touchpoints through which a person interacts with an organisation around a need or decision.

6. Visits from unpaid search results.

7. The landing experience should fulfil the expectation created by the advertisement.

8. Controlled comparison of variants to evaluate a defined hypothesis.

9. It can contain factual, legal, brand, copyright or ethical problems.

10. Collecting and using only data necessary for a defined purpose.

11. Customer decisions can involve multiple touchpoints and models allocate credit using assumptions.

12. A KPI is selected because it measures progress toward an objective.

32. Career Transition Guide

Starting profile	Possible direction	Portfolio evidence
Traditional communication staff	Digital Marketing Assistant	Content calendar; campaign plan; analytics report
Sales / customer service	CRM / Lead Nurturing Support	Journey map; email sequence; conversion workflow
Content creator	Content Coordinator	Editorial calendar; SEO content; content QA checklist
Social media user	Social Media Specialist	Channel strategy; campaign; measurement report
Administrative / SME staff	Marketing Operations Assistant	Campaign workflow; KPI plan; automation concept
Career changer	Junior Digital Marketer	Integrated capstone campaign portfolio

33. Glossary

Term	Definition
Digital Marketing	Marketing activities delivered or supported through digital channels.
Target Audience	The defined group an organisation intends to reach.
Persona	A planning representation of an audience segment based on relevant evidence.
Customer Journey	Stages and touchpoints in a person's interaction with an organisation.
Touchpoint	A point of interaction between audience and organisation.
Value Proposition	A clear statement of relevant value offered to a defined audience.
CTA	Call to Action.
Content Marketing	Use of useful content to attract, inform and engage audiences.
SEO	Search Engine Optimisation.
Search Intent	The goal behind a user's search.
Organic Traffic	Unpaid visits from search or other non-paid channels.
Paid Media	Promotional distribution purchased by an advertiser.
Impression	An instance in which content or an advertisement is displayed.
CTR	Click-Through Rate.
Conversion	Completion of a desired action.
Conversion Rate	Conversions relative to an appropriate opportunity or visit count.
CPA	Cost per Acquisition/Action, depending on defined usage.
ROAS	Return on Advertising Spend.
Landing Page	A page designed around a specific campaign or action.
A/B Test	Controlled comparison between variants.
Attribution	A model for allocating credit for outcomes across marketing interactions.
Segmentation	Dividing an audience into meaningful groups.
Lead Nurturing	Structured communication intended to develop a prospective customer's readiness.
Vanity Metric	A metric that appears impressive but may have weak connection to meaningful outcomes.
Generative AI	AI capable of generating content such as text, images, audio or code.

34. Curated Learning Resources

Google Search Central – SEO Starter Guide
https://developers.google.com/search/docs/fundamentals/seo-starter-guide

Primary practical reference for foundational SEO and search-friendly website practices.

Google Analytics – Skillshop
https://skillshop.withgoogle.com/
Official Google learning environment; use for current analytics and advertising learning where available.

Google Analytics Help
https://support.google.com/analytics/
Current product documentation for measurement concepts and implementation.

Meta Blueprint
https://www.facebook.com/business/learn
Official Meta learning resources for social-media and advertising practice; verify current course availability.

HubSpot Academy
https://academy.hubspot.com/
Optional learning in digital marketing, content, email, social and inbound marketing; verify current certification conditions.

European Commission JRC – DigComp 2.2
https://publications.jrc.ec.europa.eu/repository/handle/JRC128415
Useful supporting reference for digital content creation, information literacy, communication, safety and problem solving.

W3C Web Accessibility Initiative
https://www.w3.org/WAI/
Reference for accessible digital content and web experiences.

European Data Protection Board
https://www.edpb.europa.eu/
Authoritative European data-protection guidance; use for current privacy guidance rather than relying on simplified marketing summaries.

35. Certification and Progression

DT-05 should be presented as a ReskillingLab pathway completion record rather than as equivalent to a third-party professional certification.

- Learners can continue with current Google, Meta, HubSpot or other provider learning according to their target role.
- SEO-focused learners can deepen technical SEO, content strategy and search analytics.
- Performance-marketing learners can progress to paid search/social advertising, conversion optimisation and marketing analytics.
- Content specialists can progress to content strategy, multimedia production and AI-assisted content workflows.
- Learners who want stronger measurement skills can progress to DT-03 Data Analytics.
- Provider certifications, course names, prices and eligibility can change and should be verified immediately before publication.

36. Suggested 40–60 Hour Delivery Plan

Component	Indicative hours
Orientation and initial skills check	2
Foundations, strategy and audience	7
Customer journey, messaging and content	8
SEO and website quality	8
Social and paid media	7
Email, landing pages and conversion	6
Analytics, KPIs and experiments	7
Privacy, accessibility, ethics and AI	5
Labs, cases and capstone	10
Total *(can be compressed toward 40 hours by reducing guided practice)*	60 hours;

37. Trainer / Facilitator Notes

- Begin with objectives and audience before discussing platforms.
- Use fictional or authorised brands and data in practical work.
- Require learners to distinguish business KPIs from platform vanity metrics.
- Make learners justify why a channel is selected and why another channel is not selected.
- Use real public webpages for SEO critique without attempting unauthorised access or manipulation.
- Treat privacy, accessibility, copyright and ethics as campaign-design requirements.
- Require verification and human approval of AI-assisted content.
- Assess the coherence of the entire customer journey, not only the attractiveness of individual posts.

38. References

Google Search Central. SEO Starter Guide.

Google Analytics. Official Help and Skillshop learning resources.

Meta Blueprint. Digital marketing and advertising learning resources.

HubSpot Academy. Digital marketing learning resources.

European Commission, Joint Research Centre. (2022). DigComp 2.2: The Digital Competence Framework for Citizens.

World Wide Web Consortium (W3C), Web Accessibility Initiative. Accessibility guidance.

European Data Protection Board. Data protection guidance.

39. Website Publishing Structure

For ReskillingLab, DT-05 should be published as modular learning content using a consistent interface: Learn | Practice | Check Your Understanding | Resources.

- Overview & Initial Skills Check
- Digital Marketing Foundations

- Strategy & Funnel
- Audience Research
- Customer Journey
- Value Proposition & CTA
- Content Strategy
- Editorial Planning
- SEO Foundations
- Technical SEO
- Social Media
- Paid Advertising
- Email Marketing
- Landing Pages & Conversion
- Web Analytics
- KPIs & ROI
- A/B Testing
- Reputation & Community
- E-commerce
- Mobile & Local
- Privacy & Ethical Marketing
- Accessibility
- Generative AI in Marketing
- Integrated Campaign Planning
- Labs & Cases
- Capstone
- Assessment
- Resources, Progression & Glossary