

# Introduction to Digital Marketing

## Professional Development Series

### COURSE OVERVIEW

**Unlock the potential of your business with our comprehensive online course on Digital Marketing.**

Designed for businesses of all sizes, this course offers essential insights into the ever-evolving digital landscape, empowering you to harness the power of digital marketing strategies. Additionally, learn how to leverage artificial intelligence (AI) to gain a competitive edge and drive your business success.

#### Key Takeaways:

1. Gain a solid understanding of the core concepts of digital marketing, including SEO, social media marketing, email marketing, and content marketing. Learn how to create effective campaigns to reach and engage your target audience.
2. Discover how AI can transform your digital marketing efforts. Learn to use AI tools for data analysis, customer segmentation, personalized marketing, and automation to enhance efficiency and effectiveness.
3. Develop a cohesive digital marketing strategy tailored to your business goals. Understand how to integrate various digital channels, set measurable objectives, and analyse performance to continuously optimize your campaigns.

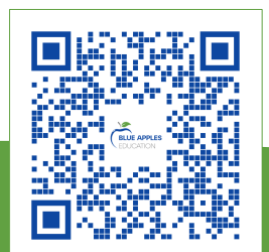
Master digital marketing and elevate your business to new heights. Enrol today and start leveraging AI to gain a strategic advantage in the digital marketplace.

Delivery Mode:	Online
Course Time:	0.75 hour
Assessment:	Yes, online quiz
Issuance:	'Certificate of Completion'
Packages:	Bronze, Silver, Gold or Platinum
Customisation:	Available upon request. Fees apply



### PRICING

**\$85.00**  
(+GST)



In today's digitally connected world, the line between work and personal time can easily blur.

Our online course on the Employee's Right to Disconnect under Australian law is designed to help managers and eligible employees navigate this critical aspect of workplace well-being. Learn about the legal frameworks, benefits, and implementation strategies to ensure a healthy work-life balance for all team members.

**Key Takeaways:**

1. Gain a thorough understanding of the Australian laws that support employees' right to disconnect. Learn about the regulations and guidelines that protect workers from being constantly on call and ensure their right to personal time.
2. Discover the benefits of enforcing the right to disconnect in the workplace. Understand how allowing employees to disconnect can lead to increased productivity, better mental health, and higher job satisfaction.
3. Explore practical strategies for implementing disconnecting policies in your workplace. Learn how to establish clear boundaries, communicate expectations effectively, and nurture a culture that respects and supports employees' personal time.

Become a proactive advocate for work-life balance and enhance the well-being of your team. Enrol today and empower your workplace with the knowledge and tools to support employees' right to disconnect.

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