Module "Digital marketing skills for Spa and Wellness products and services " DESCRIPTION

General goal/s of the module	The student is able to attract and hold the attention of consumers in the Wellness and Spa sector. He / She knows how to create a blog, a basic website and e-mail marketing, and is familiar with the principles of measuring customer satisfaction. In order to maintain a connection between the company and consumers, the student is also able to create a business page on social networks using different techniques.
Objectives of the module (Intended Learning Outcomes)	*As a result of the module graduate should be able to:* 1 create a blog / basic website / survey / Facebook page / e-mail marketing / in order to attract and hold the attention of consumers (using of different tools and software) 2 identify the principles of measuring customer satisfaction and is able to do reports on it 3 use the social networks as main tool for reaching consumers 4 create research on social networks about the products and procedures sought by consumers 5 create and manage real-time campaigns
Entry requirements (Pre-conditions)	*Previous education and relation to other modules.* In some cases, the leaners/trainees may have to have completed **a short digital skills course** before they can attend this module. Every student needs a functioning computer / laptop of their own.
Assessment of the module	Practical work – individual and group tasks - Create a sample text for a Spa and Wellness product - Create a website

	- Create a Facebook page - Create a survey (questions) - Create a real-time campaign
Approximate realisation time/ Indicative (minimum) learning time (hours)	*Total:* **60 hours***, of which:* • *Theory (in the classroom): 15 hours* • *Practise (at VET institution): 25 hours (practical individual + group tasks)* • *Practice (in the company /WBL): 10 hours* • *Self-Study: 10 hours (individual research of information and/or tasks)*

Module " **Digital marketing skills for Spa and Wellness products and services** " **CONTENT**

Intended Learning Outcomes	Content to be covered		Learning time (hours)				
	Main topic	**Suggested Sub-Topics**	*Theory in the classroom*	*Practise at VET school*	*Practise in the company /WBL*	*Self-study*	*Total*
1. Learning outcome (subskill) *Is able to Attract the attention of consumers according to their needs and desires.* *Knows The criteria related to the target audience identification*	1.1 Identification of the criteria related to the target audience	How to match the different criteria: 1.1.1 Sex 1.1.2 Age 1.1.3 Nationality 1.1.4 Education 1.1.5 Religion 1.1.6 Income	2			3	**5**
	1.2 Basic website creation – WordPress (for the Spa and Wellness sector)	1.2.1 Choice of topic and specific goal 1.2.2 Picking an appropriate name 1.2.3 Targeting 1.2.4 Elaboration of a work plan 1.2.5 Design of the site structure – nbr. of pages, menus and hyperlinks 1.2.6 Installation of WordPress 1.2.7 Domain and hosting setup 1.2.8 Customizing 1.2.9 Posts writing	5	10	3	0	**18**

2. Learning outcome *Is able to Hold the attention of potential customers.* *Knows Customer survey (feedback, communication with customers)* *Creation of subscriptions for users on social networks.* *Sending personalized texts and messages to followers on social networks.*	2.1. Survey creation	2.1.1 Defining the necessary data 2.1.2 Defining the target consumers 2.1.3 Creation of a questionnaire 2.1.4 Positioning the survey (e.g., on the website) 2.1.5 Determining the prize for those who completed the survey 2.1.6 Analysing and doing reports on customer satisfaction	3	3	2	2	**10**

3. Learning outcome *Is able to Create a business page on social networks.* *Knows Requirements of professional customer service;* *The creation of a community in a social network (connection between the company and consumers) based on the criteria;* *Building a strategy for dealing with haters on the page*	3.1 Facebook page creation	3.1.1 Registering a business page on Facebook 3.1.2 Insertion of the necessary information 3.1.3 Selection of appropriate colours and photos 3.1.4 Invitation of followers to the page (defining consumer groups based on the criteria: sex, age, nationality, education, religion, income etc.) 3.1.5 Popularisation of the page through activity – posts, photos, videos, messages etc.	0	1	0	1	**2**

4. Learning outcome *Is able to Create research on social networks about the products and procedures sought by consumers.* *Knows The algorithms of social networks to reach a larger number of potential customers*	4.1 Doing research on social networks using keywords	4.1.1 Define a target goal 4.1.2 Choosing the channels for doing the research: - Spa and Wellness forums - Instagram - Pinterest - Reddit - TikTok - YouTube 4.1.3 Choosing quantitative / qualitative data: - Likes - Shares - Comments - Mention volume - Subscribers - Followers 4.1.4 Choosing the right tool (e.g. Unamo Social Media Monitoring) 4.1.5 Choosing the right keywords 4.1.6 Data cleaning 4.1.7 Building a strategy	3	6	0	0	**9**

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| 5. Learning outcome

Is able to Create and manage real-time campaigns.

Knows Functioning of Internet data collection platforms for keeping things simple, planning the process, analyzing, and using from the start, ensuring validity and reliability of the data collected

Development of customized marketing campaigns Division of customers according to	5.1 Real-time campaign creation	5.1.1 Using social media management tools (e.g., Hootsuite, Sprout Social) 5.1.2 Free templates	2	2	5	2	11

their behavior, preferences, and interest							
6. Learning outcome *Is able to Create e-mail marketing. Knows Presentation of spa products Segmentation and definition of the target Product specifications and product's effect Application of persuasive behavior, using the appropriate vocabulary and visual elements*	6.1. E-mail marketing creation	6.1.1 Using e-mail marketing tools / software (e.g., Sprout, Mailchimp) - Sign up - Create and send e-mails - Create a landing page - Collect feedback by e-mail (Survey)	0	3	0	2	**5**

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Recommended Teaching/Learning strategies and methods:

(List interactive Teaching/Learning methods which motivate learners to study actively themselves and to change the teachers' function/role to an adviser or partner of learning process).

1. Watching lots of videos and tutorials (theory).
2. Group work before individual work – working in a team (practice).
3. Incitement to creativity trough discussions (creative thinking).

References and Sources used:

(List literature, books, articles, and others relevant sources that should be read by the learners/trainees).

1. https://unamo.com/blog/social/7-tips-on-how-to-use-social-media-for-market-research
2. Support – Official WordPress.com Customer Support
3. https://www.adobe.com/express/learn/blog/social-media-campaign
4. https://www.youtube.com/watch?v=I7BQlVg6238

REQUIRED RESOURCES for module "Client communication, scheduling, reservation" implementation

No	Resources *(identify with * the resources necessary in the company)*	Amount (for each student, for small groups, for whole group, etc)
1.	**Technological equipment and tools**	
1.1.	Laptop / tablet / computer	1 for each student
1.2.	Fast Internet connection	1 for each student
1.3.	Smart TV	1 whole group
1.4.	Whiteboard	1 whole group
1.5.		
1.6.		
1.7.		
1.8.		
1.9.		
2.	**Supplies, consumables, etc**	
2.1.	Markers and sponge for the whiteboard	1 whole group
2.2.		
2.3.		
2.4.		
2.5.		
2.6.		
2.7.		
2.8.		
2.9.		

* In the company

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