

## Lesson Plan

**Module: Digital Marketing**

**Learning Unit: Best free online tools for smart marketing**

<p><b>Desired Core professional goal</b></p> <p>Learners will be able to:</p> <p>Evaluate and use the Best free online tools for smart marketing</p>	<p><b>Benchmark</b></p> <p>Digital Marketing</p>
<p><b>Level</b></p> <p>Standard</p>	<p><b>Framework</b></p> <p>Empower</p>
<p><b>Professional micro-learning outcomes:</b></p> <p>Learners will:</p> <ul style="list-style-type: none"> <li>Analyze and evaluate the best free digital tools for Digital Marketing</li> </ul>	
<p><b>Micro-learning activities</b></p> <p>Learners will:</p> <ol style="list-style-type: none"> <li>watch the video on YouTube: <a href="https://youtu.be/c4vuLGwTTdw?si=5az0JJwTJXdUw9qM">https://youtu.be/c4vuLGwTTdw?si=5az0JJwTJXdUw9qM</a></li> <li>read this article to have a clear overview of the various types of digital tools for Digital Marketing: <a href="https://buffer.com/library/free-marketing-tools/">https://buffer.com/library/free-marketing-tools/</a></li> </ol>	