

UNLOCK
YOUR
POTENTIAL

SKILLS
FOR LIFE



Local Education & Development

DIGITAL MARKETING LEVEL 4 SKILLS BOOTCAMP



Cheshire and
Warrington
Local Enterprise
Partnership

TAILORED DELIVERY

Are you **Self-employed** or looking to start a new business, we are running a tailored bootcamp which, offers Full-Time and Part-Time availability.

Part-Time - 2 Evenings a week (6PM-9PM)

Full-Time - Monday Tuesday Wednesday (10AM-3PM)

The course will use your business/concept as a live-case study, thus creating a website, social media marketing plan, and an overall business strategy, live on the course. Focusing on your business will allow you to gain hand on experience as you delve into the key fundamental of digital marketing and gain the ability to market yourself online.

WHAT WILL YOU LEARN?

In our digital marketing course tailored for self-employed individuals, you'll explore 12 enriching units designed to enhance your business success. Develop a profound understanding of customer needs and wants, allowing you to craft strategies that truly resonate with your business/concept. Allowing you to create a captivating brand identity that reflects your unique offerings. Gain mastery over social media platforms and SEO techniques, driving organic growth. Seamlessly navigate email campaigns, content creation, and ethical considerations to amplify your online presence. Elevate your skills, enrich your self-employed venture, and stay ahead in the ever-evolving landscape of Digital marketing.

MODULES

1. Marketing Principles
2. Branding & Corporate Identity
3. Customer Value & Market Research
4. Social Media for Business
5. Website Development and Landing Page
6. Content Marketing
7. AI Tools
8. Search Engine Optimisation (SEO)
9. Email Marketing
10. Online Advertising
11. Ethics and Law
12. Marketing Pitch

ELIGIBILITY

Aged 19+ Before 1st September 2023

Residing in Cheshire or Warrington

Have Access to Public Funding

REFERRAL PROCESS

Email admin@lead-ahead.co.uk

Learner Name:

Email Address:

Phone No.

or Phone us today 07851870816

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