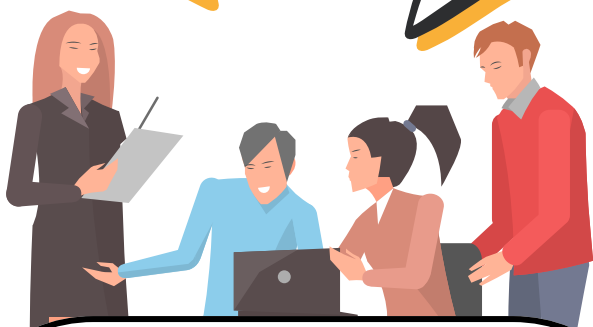


**ARE YOU 19+  
BEFORE 1ST  
SEPTEMBER 2024**

**ARE YOU SELF-  
EMPLOYED, OR A  
BUSINESS START-UP?**



## **COURSE DELIVERY**

### **Full-Time:**

Mondays, Tuesdays and Wednesdays

10AM - 3PM

Thursdays

10AM - 12PM

12 Weeks

### **Part-Time:**

2 Evenings a week

6PM - 9PM

14 Weeks

### **Location:**

Online via Zoom

## **WHAT YOU'LL LEARN**

1. Marketing Principles
2. Creating a Marketing Strategy
3. Content Marketing
4. Branding & Corporate Identity
5. Email Marketing
6. Search Engine Optimisation (SEO)
7. Competitor Analysis
8. Social Media Marketing & Advertising
9. Law & Ethics
10. Website Development & Landing Pages

## **TOOLS**

Canva, Mailchimp, Google Trends, Google Analytics, Meta, Wordpress, Wix, SEM Rush, Facebook ads and AI Tools including ChatGPT



## **ELIGIBILITY**

Aged 19+ Before 1st September 2024

Residing in Cheshire and Warrington Area

Have lived in the UK for 3 years and have the right to public funds or have a UK passport

## **REFERRAL PROCESS**

Email [admin@lead-ahead.co.uk](mailto:admin@lead-ahead.co.uk)

Learner Name:

Email Address:

Phone No.

or Phone us today 07851870816