

Course Information Sheet

Digital Marketing Skills Bootcamp



BC15E99A

Venue 📍 Hyde Park House	Start Date	9 Sept 2024 09:30
	End Date	4 Nov 2024 16:30
	Fee	No Fee
	Materials	£0

[OCSW BC15E99A Skills Bootcamp Digital Marketing \(oncoursesouthwest.co.uk\)](https://oncoursesouthwest.co.uk)

Dive into the exciting world of digital marketing! This comprehensive bootcamp equips you with the essential skills to develop and execute winning digital marketing strategies across various channels.

Course Description:

This action-packed boot camp unlocks the secrets of successful digital marketing. Learn how to craft a strategic roadmap, master key advertising techniques, and leverage the power of social media and email marketing. Gain hands-on experience with industry tools for SEO, content creation, and data analysis. By the end, you'll be confident in building and optimising digital marketing campaigns that deliver results.

What Will I Learn?

- **Module 1: Digital Marketing Fundamentals:**
 - Develop a winning digital marketing strategy.
 - Understand core concepts of digital advertising and social media marketing.
 - Gain hands-on experience with email marketing automation tools.
- **Module 2: Search Engine Optimization (SEO):**
 - Grasp the basics of SEO and its importance in digital marketing.
 - Learn on-page and off-page optimization techniques.
 - Conduct keyword research and analysis for effective targeting.
 - Optimise content to rank higher in search engine results.

- **Module 3: Pay-Per-Click (PPC) Advertising:**

- Master the fundamentals of PPC advertising platforms.
- Learn how to conduct effective keyword research and targeting.
- Craft compelling ad copy and optimise it for high performance.
- Track and analyse conversions to measure campaign success.

- **Module 4: Social Media Marketing:**

- Embrace the power of social media marketing for brand awareness and engagement.
- Understand different social media platforms and their target audiences.
- Develop a data-driven social media strategy for maximum impact.
- Create engaging and shareable social media content.

- **Module 5: Email Marketing and Analytics:**

- Unlock the power of email marketing for lead generation and customer engagement.
- Learn how to build targeted email lists and craft compelling campaigns.
- Utilise A/B testing to optimise email campaigns for improved results.
- Analyse digital marketing data and make informed decisions.

How Will I Be Assessed?

- A combination of assignments, quizzes, and practical projects will assess your digital marketing knowledge and skills.
- Develop a portfolio showcasing your proficiency in building and optimising digital marketing campaigns.

Who is this Course For?

This course is ideal for anyone interested in launching a career in digital marketing or upskilling in this in-demand field. Whether you're a recent graduate, entrepreneur, or marketing professional, gain the tools and knowledge to succeed in the digital world.

How do I enrol?

To apply for this course online at www.oucoursesouthwest.co.uk and simply click on the 'How to Enrol' button and complete the Enrolment Form and one of our customer service team will be in touch or call to speak to one of our friendly Learning Advisors on 01752 660713. You will be invited to undertake an initial assessment and additional skills scan to ascertain your levels of English and maths and previous experience prior to entry on this course of study.

How will the course be delivered?

This is a practical course, and the sessions will include tutor-led demonstrations, learner-led group activities, instruction and repetition. These will form part of the delivery together with one-to-one support as required.

Will I need to practise outside the classroom?

You will be encouraged to review your notes between lessons to ensure maximum benefit from your course. It is always useful to practise your skills between sessions. Your tutor may encourage home learning, or independent research.

How will I know I'm making progress?

During the first session, your tutor will discuss your goals and current level in relation to the course. Based on this assessment, you will agree individual targets which you will record in your individual learning plan (ILP). You and your tutor will review your targets regularly to ensure that you are making progress; these will be written in your individual learning plan.

What will I need?

Please bring a notepad, and pen to each session. You may wish to bring a file for any handouts. A laptop with internet access is required for completion of coursework and home learning outside of the classroom.

Please note:

You need to be 19 or over to do a Skills Bootcamp. For most Skills Bootcamps, you do not need to have any previous knowledge in the subject. You just need to speak a good level of English and have a willingness to learn.

Most courses attract a subsidy from the Education and Skills Funding Agency (ESFA).

It is a requirement of the ESFA that you complete various forms at different stages of your course, further information is available on request. Courses are fully funded by the Government for independent learners. Part of the price of a Skills Bootcamp may be required to be funded by the employer where an employer is upskilling one of their own employees.

Courses are subject to a minimum number of enrolments and could be cancelled if recruitment is low. In some cases, an alternative class at a different location may be offered.

Terms and conditions are available at

<https://www.onsouthwest.co.uk/learner-information/essential-information-for-every-learner>

Room numbers are subject to change - please check when you arrive at the venue.

