

# Course Information Sheet

Digital Marketing for SMEs



**DH06E33C**

<b>Venue</b> 📍 Hyde Park House	<b>Start Date</b>	2 Oct 2024 18:00
	<b>End Date</b>	27 Nov 2024 20:30
	<b>Fee</b>	No Fee
	<b>Materials</b>	£0

[OCSW DH06E33C Digital Marketing for SMEs \(oncoursesouthwest.co.uk\)](https://oncoursesouthwest.co.uk)

Master the art of promoting your small or medium business online. This 8-week course equips you with the skills to develop and execute a targeted digital marketing strategy.

## Course Description:

Feeling overwhelmed by the ever-changing world of digital marketing? This course is designed specifically for small and medium-sized business owners (SMEs) looking to take their online presence to the next level. Learn practical tactics to leverage the power of social media, search engine optimization (SEO), email marketing, and content creation to attract new customers and boost sales.

## What will I learn?

- **Week 1: Introduction to Digital Marketing:** Explore the digital marketing landscape and discover how it can benefit your SME.
- **Week 2: Building Your Online Brand:** Develop a strong brand identity and establish a consistent online presence.
- **Week 3 & 4: Website Optimization and SEO:** Learn how to optimise your website for search engines and user experience to drive organic traffic.
- **Week 5: Social Media Marketing:** Dive deep into popular social media platforms like Facebook, Instagram, and LinkedIn to connect with your target audience and build brand awareness.
- **Week 6: Content Marketing Strategies:** Craft compelling content that engages your audience and positions you as an industry thought leader.

- **Week 7: Email Marketing for SMEs:** Discover how to build an email list, create targeted email campaigns, and nurture leads.
- **Week 8: Measuring and Analysing Results:** Learn how to track your digital marketing efforts and measure success using key performance indicators (KPIs).

### **How will I be assessed?**

- **Formative assessment:** Weekly quizzes, discussions, and practical exercises.
- **Summative assessment:** A final project where you will develop a digital marketing plan for your own business or a chosen SME case study.

### **Who is this course for?**

This course is ideal for:

- Business owners and aspiring entrepreneurs.
- Marketing professionals looking to expand their digital skillset.
- Individuals with no prior marketing experience but a desire to learn the fundamentals of digital marketing specifically for SMEs.

### **Progression Opportunities:**

After completing this course, you could consider:

- A more advanced digital marketing qualification.
- A diploma or degree in Marketing.
- Specialisation in a specific area of digital marketing, such as SEO or social media marketing.

### **Career or Job Enhancement Pathways:**

This course can open doors to various careers or job enhancements, including:

- Digital Marketing Specialist
- Social Media Manager
- Content Marketing Specialist
- SEO Specialist
- Ecommerce Marketing Manager

**How do I enrol?**

The quickest way to enrol is online at [www.oucoursesouthwest.co.uk](http://www.oucoursesouthwest.co.uk), simply create an account and select 'Enrol now'. Alternatively, if you have any questions, please call our friendly customer service team on 01752 660713.

**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:**

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 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.oucoursesouthwest.co.uk/learner-information/essential-information-for-every-learner>

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

