



THE MERCIAN TRUST

Free Digital Marketing Skills Training

Part of the DFE Skills Bootcamps

8th June 2022



Starting this year, the government is investing £2.5 billion in the National Skills Fund as part of their Plan for Jobs agenda. The National Skills Fund will help adults to train and gain the valuable skills they need to improve their job prospects.

Our Digital Skills Bootcamp offers a free, flexible course lasting 12 weeks for adults aged 19 or over and who are either in work, self-employed, recently unemployed or returning to work after a break. It will give people the opportunity to build up sector-specific skills and fast-track to an interview with a local employer.



WALSALL
STUDIO SCHOOL
Transforming Your Future



Darren Perry, Principal at Walsall Studio School, said:

“We are acutely aware of the need to address our national digital skills shortages and are working proactively at the local level with our partner organisations and community to identify accessible routes into digital careers that will meet the growing needs of industry in the years ahead.

I am delighted that Walsall Studio School has been given the opportunity to support the DfE’s Digital Bootcamp initiative. Our digital marketing bootcamp acts as a fast-track ramp for people who are seeking opportunities to up-skill or cross-skill and offers a gateway into lucrative career paths and appealing job prospects. If you want to become indispensable in the job market, digital skills have never been in higher demand.”

Digital Marketing: What is it?

The methods and techniques you use to promote a product or service online, will fall under digital marketing. Just like traditional marketing, its main goal is to attract an audience and generate leads.

Digital marketing has many domains including social media, search engine optimisation, email and mobile technologies to endorse goods, services and brands. With time, the complexity and importance of digital marketing roles within organisations has also increased.

As marketing is an ever-evolving field, marketing techniques, strategies and media platforms quickly become outdated. As a digital marketer, you'll be using multiple tools and techniques to promote businesses whilst developing a good knowledge of current and future marketing platforms and tools.



What are the Career Opportunities in Digital Marketing?

Digital marketing is relevant to all industries and sectors. So, whether you're a creative person or a technical one, you'll find something that fits your interest and skill set within this field.

High Demand for Digital Marketers

Around 69% of companies are going to hire more marketers, according to a report by Marketing Hiring Trends.

The report also found that there is a considerable gap between the supply and demand of digital marketing professionals. The demand stood at around 59%, but the supply was only 19%.

What's in it for me?



- **Completely free** – a course worth thousands funded by the Department for Education
- **Blended learning** – study in the classroom and learn at your own pace at home
- **Flexible learning** – to accommodate your life and commitments
- **Industry relevant certification** – a course endorsed by Google, Facebook, Twitter – the main players in the digital marketing field.
- **Industry readiness** – work alongside industry experts who will provide insight and coaching

The course will run over 12 weeks with 4 hours per week of lecturer led learning, covering an introduction to digital marketing and digital marketing communication strategy. Students will access online learning to study for the Facebook Certified Digital Marketing Associate Award, Google Fundamentals of Digital Marketing Certificate and Twitter Launch and Connect, Performance Fundamentals and Video.

Eligibility

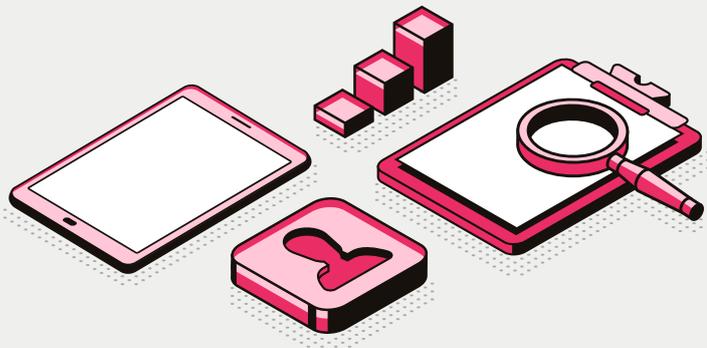
The courses are open to adults aged 19 and over who are either in work, self-employed, recently unemployed or returning to work after a break.

Course Structure Overview

Lecturer Driven	Introduction to Digital Marketing		
Online Self Study	Facebook Certified Digital Marketing Associate Assessment: Exam sat at centre	Google Fundamentals of digital marketing Assessment: Online Test	Twitter Launch and Connect Performance Fundamentals Video Assessment: Online Test
Lecturer Driven	Digital Marketing Communications Strategy		
Coaching and work-readiness sessions			

What will I learn?

The course will cover:



Introduction to Digital Marketing

- The digital marketing environment
- Marketing objectives and organisational goals
- Analysing the Digital Marketing Environment
- Legal and ethical issues affecting digital marketing activities

Facebook



- The Value of Facebook
- Establish Platform Presence
- Advertising Fundamentals
- Create and Manage Ads
- Reporting

Google



- The online opportunity
- Your first steps in online success
- Build your web presence
- Plan your online business strategy
- Get started with search
- Get discovered with search
- Make search work for you
- Be noticed with search ads
- Improve your search campaigns
- Get noticed locally
- Get noticed with social media
- Deep dive into social media
- Discover the possibilities of mobile
- Make mobile work for you
- Get started with content marketing
- Connect through email
- Advertise on other websites
- Deep dive into display advertising
- Make the most of video
- Get started with analytics
- Find success with analytics
- Turn data into insights
- Build your online shop
- Sell more online
- Expand internationally

Twitter



- Launch and Connect
- Subject content
- Introduction to Twitter
- Create a Launch Campaign
- Create a Connect Campaign
- Using Twitter
- Performance Fundamentals
- Subject content
- Get Started with Performance Advertising
- Introduction to Performance Advertising
- Create a Mobile App Promotion Campaign
- Get Started with Attribution
- Create a Website Click Campaign
- Set Up Conversion Tracking
- Twitter Video
- Subject content
- Twitter Video Formats
- Creating Videos for Twitter
- Launching a Twitter Video Ad Campaign

Digital Marketing Communications Strategy

- Using the marketing mix for digital marketing campaigns
- Push and pull marketing techniques
- Effective digital marketing channels

Meet the tutor



Our digital bootcamp will be delivered by Adam Walsh, Head of Computer Science at Aldridge School who has completed his teacher training at Keele University in 2012.

Adam has a Business Administration, Marketing and Criminology degree from Keele University and is currently completing a postgraduate degree in Educational Leadership from the University of Birmingham. He has over 9 years of experience working at The Mercian Trust.

What Qualifications will I receive

Through completing the course you'll receive certification from the three big players in Digital Marketing that will demonstrate the knowledge you have gained.

- **Google – Fundamentals of Digital Marketing**
- **Twitter – Flight School**
- **Facebook - Facebook Certified Digital Marketing Associate - ASSOCIATE 100-101**

How do I apply?

To apply complete the form linked below:

www.bootcamp.themerciantrust.org

Overview

Start Dates are weeks commencing

8th June 2022

Duration

12 Weeks; typically between 8 and 12 learning hours per week including self study time

Delivery

Blended learning, session in the classroom and digital delivery at home

Progression opportunities

Guaranteed interview following completion of the course

Entry requirements

Open to learners 19+ with access to online learning and a commitment to develop your skills over 12 weeks.

Contact

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THE MERCIAN | TRUST

Realising potential. Thriving in the world of work.

Contributing to the community.

Life to the full in the business of education.