

Course Overview

Digital Marketeer

Advanced Apprenticeships



The iSales way

Designing and delivering innovative, high quality apprenticeship programmes and bespoke training courses that will provide the knowledge and skills that businesses want and need to grow. We are committed to sourcing for you the best local talent and or training your existing staff. With a vested interest in successful outcomes, it is our goal to deliver a clear ROI for every employee.



Duration and delivery method

Over 18 Months, the course is delivered through blended learning approaches to include monthly classroom, online certified training requested in specialist areas such as specialist areas such as search marketing, SEO, e-mail marketing, web analytics, mobile apps and per-per-click and through regular workplace projects and observations. Programmes can be tailored or delivered in-house for 6 or more learners.



Course content

- | | |
|--|---|
| <ul style="list-style-type: none">• Written communication skills across different platforms• Research skills to inform digital communication strategies and campaigns• Knowledge of principles of coding, marketing and digital marketing• Digital technologies and tools to achieve marketing objectives• Campaigns across different platforms• Monitor and review online activity and content• Evaluating activity using digital tools | <ul style="list-style-type: none">• Marketing fundamentals• Analytical and problem-solving skills• Customer service excellence and when responding to enquiries• Data security and key legislation• Team building and relationships• Logical and creative thinking skills• Business and interpersonal communication• Personal effectiveness and self-awareness |
|--|---|



Who is this course for?

This training course is suitable for individuals required to design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign.

Entry Requirements

Individual employers will set the selection criteria. Level 2 English and Maths must be achieved, prior to taking the end-point assessment. A passion for digital and social media.

Professional Accreditation

This apprenticeship is recognised for entry onto the RiTEch register of IT Technicians.



Talk to us to find out more

For information on our courses, government funding, levy or bespoke training solutions, contact us: **01923 606810** or email **info@isalesacademy.co.uk**