



# Creating digital marketing experts of the future |

Marketing Principles

Coding

SEO

Social Media

PPC



Find out why we're a leading Digital Marketing Apprenticeship provider.

# Hello



Digital Skills HQ specialise in delivering practical digital marketing training to online enthusiasts and marketing professionals.

Our budding marketers are coached by some of the brightest online minds during the 15-month Apprenticeship, providing them with all the skills required to be a digital leader of the future.

As one of the pioneers of the new apprenticeship standards, we're passionate about upskilling existing members of Yorkshire's workforce to help bridge the digital skills shortage as well as training new recruits.

**2017 is going to be the year that businesses really start to improve their online performance**

**Let Digital Skills HQ help you do digital better**

# Your own in-house digital marketer... imagine that!

With the guidance of experienced industry coaches, our apprentices will develop all the skills required to manage your business's online platforms.



## What the Digital Marketing Apprentice will learn

- Write website copy, press releases and newsletters
- Edit images and produce artwork using Photoshop
- How to manage a WordPress website
- Search engine optimisation including on-site SEO, technical SEO and link building
- Understand how to use social media platforms for marketing
- Run advertising campaigns on Google AdWords and Facebook Ads
- Understand and interpret data from Google Analytics
- Analyse and report on the success of marketing campaigns
- Engage with customers online effectively



## Qualifications

The apprentice will gain the following industry-respected qualifications:

- BCS Principles of Coding Level 3
- BCS Certificate in Marketing Principles Level 3
- BCS Certificate in Digital Marketing Business Principles Level 3
- CIM Digital Marketing Module



After 15 months of intensive studying, the apprentice will have all of this practical knowledge to implement at work and a Level 4 qualification from the Chartered Institute of Marketing... which is just a few steps away from the full Certificate in Professional Marketing from CIM.

So they'll be able to walk the walk, not just talk the talk.

# The Practical Knowledge

## The Practical Knowledge Apprentices will be able to...



### Online Presence

Understand the goals of your company's website and the most effective ways to turn your visitors into customers.



### Marketing Strategy

Develop your customer persona, statement of value, unique selling proposition and customer journey and apply it to your marketing funnel.



### Paid Traffic

Bring visitors to your website through social media advertising or PPC via Google AdWords. Done right, this can seriously increase business performance.



### Content Marketing

Start planning unique content that drives traffic. We'll teach Apprentices how to engage with your target market across various platforms.



### Email Marketing

Design, write and send marketing emails and newsletters. Use email to nurture leads, improve customer retention and increase customer lifetime value.



### Mobile

Understand the types of software designed to run on mobile devices, such as smartphones and tablets, and how they can be utilised.



### Social Media

Use social media to engage with customers, grow your audience and increase sales. Discover which social media platforms deliver the best results for specific business objectives.



### SEO

Learn how to improve a webpage's visibility within search engines organically. This means you can climb the Google pages without having to pay.



### Web Analytics

Understand the data reported in analytics tools and apply marketing knowledge to improve website performance.



### Conversion Rates

Investigate how successful your marketing campaigns are, using tangible KPIs such as enquiries, sales and downloads. Optimise marketing activity to increase return on investment.

# How we create the digital marketing expert...



## Step 1 (Weeks 1-2)

During Step 1, the apprentice will spend the first 10 days getting to know the business's digital activity. They'll shadow experienced team members and carry out some independent remote learning.

**What the apprentice can do:** Working to a plan agreed between the employer, our trainer and the apprentice, they will start to understand your target market, customers and what channels you currently use.

## Step 2 (Weeks 3-7)

After spending time identifying the business needs during Step 1, the apprentice then undertakes five weeks of intensive university-style learning at Digital Skills HQ. For four days a week they'll be taught the core elements of digital marketing by our in-house experts, returning to the workplace for a day a week to catch up with their designated Digital Champion and find out what's going on within the business.

**What the apprentice will do:** They will probably ask lots of questions about how what they've learned that week fits with the business's strategy.



## Step 3 (Weeks 8-60)

Once a month the apprentice will spend a day with our Trainers at Digital Skills HQ, building on the course content taught during Step 2. The apprentice would also be expected to commit to another day per month for employer-based blended learning. That could be shadowing the Digital Champion, self-study or remote learning.

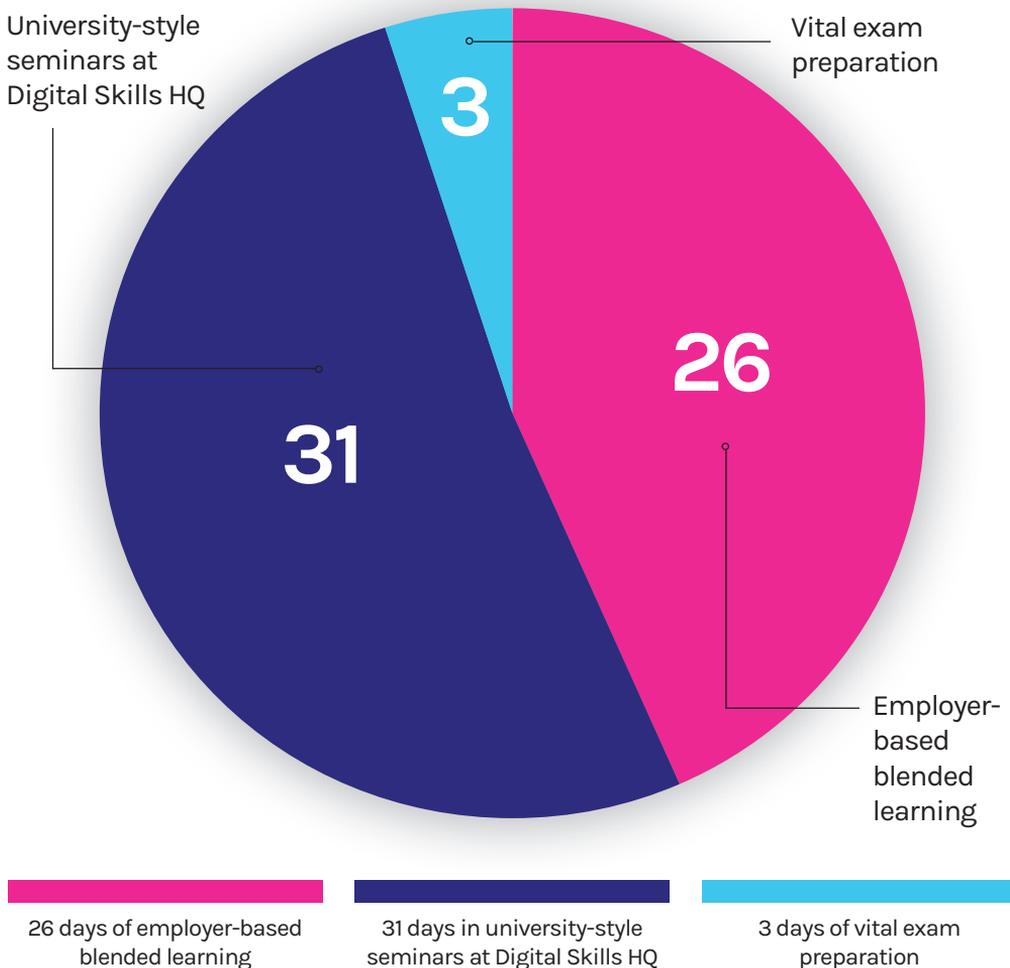
At the end of the 15-month programme of study, our Trainer would be on hand to support the apprentice through a 2-week end-point assessment as well as crucial exam preparation.

**What the apprentice will do:** They will begin to set up parameters to improve your website's performance, devise campaigns and start to establish a tone of voice that speaks to your customers in a language they understand.

With guidance from our Coaches and the business's Digital Champion, you should start to see an increase in your online performance.



# Did you know our apprentices receive 60 days of 'off the job' training during the 15-month programme?



# Frequently asked questions

## How much does the Digital Marketing Apprenticeship cost the employer?

The Government will pay 90% of the cost of training a Digital Marketing Apprentice. Not bad, eh? That means that if the government grants you £9,000, you'll only have to pay £900 towards having your own in-house digital marketing guru. That's just £60 a month!

If you are a Levy paying employer and have £9,000 in your digital account, there's nothing to pay.

## Ah, but does it cost the apprentice though?

Not a bit of it. The great thing about an apprenticeship is that the student doesn't have to pay a penny. What's more, they'll even earn while they learn. That means that apprenticeships should be seen as a viable alternative to going to university.

In 2017, the average student is going to leave university with over £30,000 debt in their name. Whereas with an apprenticeship, they won't incur any debts, they'll get paid a salary every month and they may bag themselves a permanent position within the business.

## Is there an upper age limit to be an apprentice?

No, anyone can become a Digital Marketing Apprentice, even at the age of 80 (if they really want to). So if you're thinking of a career change, but think you're too old for an apprenticeship, think again!

## Is it true that graduates can apply?

Yep, it's true. Even if you already have a degree, you're still eligible. That means that the apprentice could come from the 40% of people aged 25-34 who already have a degree to their name.

In fact, the Digital Marketing Apprenticeship is ideal for people with a marketing degree because it'll provide the student with all the practical know-how they need to progress to the top of their profession... quickly.



## Are existing employees eligible?

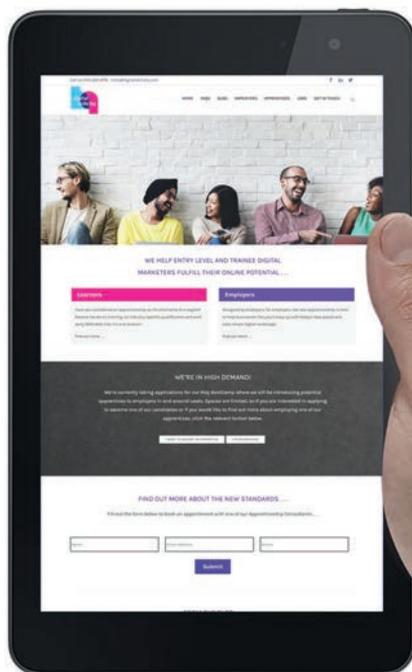
Absolutely. If you're an employer who knows of someone already in-house who's got the potential to be a digital marketer, our Digital Trainers will help to develop their online skills during the 15-month programme.

Don't let employees with enthusiasm and raw talent slip back into the job market. Keep 'em, train 'em and improve your business's digital marketing performance along the way.

But then again, maybe that employee is you! Either way, come talk to us!

# Interested in the Digital Marketing Apprenticeship? This is how you get in touch

Whether you're looking for a career in digital marketing or an employer keen on improving your online performance, go to [www.digitalskillshq.com](http://www.digitalskillshq.com), email [apprenticeships@digitalskillshq.com](mailto:apprenticeships@digitalskillshq.com) or call **0113 320 4773**.



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