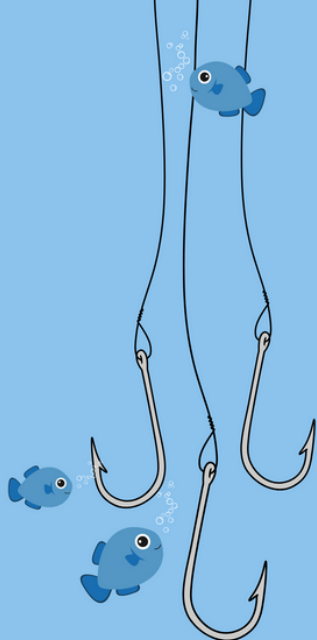


DIGITAL MARKETING SKILLS BOOTCAMP



Funded by
UK Government

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TO HOOK MORE
CUSTOMERS
ONLINE -
FREE TRAINING





WHY A BOOTCAMP?

Bootcamps are designed for an accelerated learning experience. In just 14 weeks you'll have a thorough understanding of the main Digital Marketing strategies, *and* how to apply them to your business. All sessions are focused on real world application with practical activities.



Because as a business person, we know time and course relevance are important.

The Digital Marketing Skills Bootcamp will help if:

- You're building a strategy to grow a side-hustle
- You need to refresh (or to learn) digital skills
- You've outsourced your marketing up to now but need quick relevant guidance to run it yourself
- You're the Marketing lead in a small business but you'd like to develop digital skills and strategy

We have learners of all ages (19+), and we support additional learning needs, plus offer 1:1 coaching. There'll be time for you to learn from others, and a wide range of learning resources are shared.

Our Bootcamps run as 1 full day of live training (9am-5pm), or 2 half days (1pm -4.30pm) per week, or 2 evenings per week (5.30-9pm). The total live training is 7hrs per week. This commitment is for 14 weeks.

Funding eligibility requirements:

19+ and a UK resident for the last 3yrs

A sole trader or freelancer*

Have the right to work in the UK and live in England

You haven't started a Skills Bootcamp in the last year

*if you have 1 or more employees (or are employed by a small business and are responsible for Marketing) a 10% course cost contribution of £330 is required.



WHAT TO EXPECT

The course structure is designed to walk you through the key elements needed to create a **Digital Marketing Plan** for your business - this is an ongoing project, completed by Week 14.

BOOTCAMP MODULES

1. The Foundations of Digital Marketing
2. Market Research and Targeting Excellence
3. Strategic Positioning and Goal Setting
4. Crafting a Powerful Web Presence
5. Mastering the Art of Social Media
6. Leveraging the Power of Video Content
7. Content Strategy: Messages for Your Funnel
8. Unlocking the Potential of Email Marketing
9. Ensuring Compliant Digital Marketing
10. Pay-Per-Click Advertising Strategies
11. Data-Driven Performance Tracking
12. From Marketing to 1:1 Sales and Presentation
13. Developing your Digital Marketing Plan
14. Presenting your Plan: strategy and objectives.

In Week 13 we help you to develop your Digital Marketing Plan, applying the techniques and tools learnt previously. And Week 14, you present it.

OUR BOOTCAMP BONUSES

Most weeks include **additional free skills training** woven into your week to cover the following:

- Personal Development Planning
- Time Management
- Stress Management
- Presentation Skills

And a dedicated Personal Development Coach is available for 1:1 support during the Bootcamp.

Bootcamps develop both business and life skills.

BOOTCAMP FEEDBACK



"My agency understood me...they were so impressed, they want to take some of their team through a similar course..."

Lee Jackson
Top Yacht

"...I personally can't wait for 6pm every Monday and Wednesday. It's so great. And not only for Marketing. I feel like it's good for my personal growth too..."

Paula Bryan
Managing Director
Clipit Enterprise Ltd

S U C C E S S

FAQS

Do I need to be running a business?

Yes, training is applied to your business. We stay in touch to help you develop **real business results** within 6 months of Bootcamp completion.

What is the commitment?

Bootcamps are about live training, plus **active participation**. This leads to applied content, and insightful discussions between our business owners. Sessions are camera-on, and full attendance is needed due to the nature of the course. If 'life happens', quick catch-up is key, and we can help.

What does the 1:1 support involve?

You can request a session with your trainer for an in-depth focus on the course content. Plus our Personal Development Coach is available and each learner is required to attend **at least two** of these 1:1 sessions.

How do you accommodate my learning needs?

Please make us aware of any additional needs. We'll book a discussion to design the right support.

Is the course accredited?

You will receive a Certificate of Completion and we guide you to accredited courses too.

Evenings don't work for my schedule!

Don't worry - we have daytime options and rolling availability. You can always join our waitlist if the time isn't quite right for you to commit to current dates.

For any further enquiries email:

✉ MarketingBootcamps@fareport.co.uk





Accelerate your business growth with Accelerated Learning

BOOK NOW

1. **Click above to book** - or email: MarketingBootcamps@fareport.co.uk
2. We'll help you to **complete your application for funding**
3. You may **receive a call** to chat about the course further
4. If it's a fit, we'll send a **confirmation email** and start date
5. Download the **MS Teams app** to a computer for sessions

That's it! Just schedule your Skills Bootcamp in your diary and then get ready to take your business to the next level.

Fareport Training is an Ofsted 'Good' work-based training provider.

We deliver Apprenticeships and Commercial Training across England to employers who want to upgrade the skills and qualifications of their workforce.

Our Digital Marketing Skills Bootcamps offer government-funded training to support small business owners nationally.



Recognised by:

