



IMMEDIATE IMPACT DIGITAL BOOTCAMP

What is covered?

Your Competition & Customers

- Analyse current social media platforms
- Analyse competitor content (SWOT analysis)
- Research and create a Customer Avatar

Brand Values & ROI

- Leverage brand values for enhanced consumer loyalty
- Implement strategies to safeguard brand reputation
- Calculate and maximise return on marketing investments
- Optimise marketing funnel stages for effective conversion

Google Business Profile & LinkedIn

- Understand the benefits and power of Google Business Profile
- Use customer data for improved marketing strategies
- Optimise LinkedIn profiles for networking and branding
- Apply effective connection philosophies across platforms

Facebook & Instagram

- Master audience targeting and content creation on Facebook
- Leverage Facebook Groups for community building
- Craft compelling bios and establish consistent aesthetics
- Use Stories and Reels for impactful engagement and growth

Video Content & Facebook Ads

- Understand the fundamentals of creating effective video content
- Optimise video format, orientation, and text for maximum impact
- Explore various ad formats to enhance engagement and reach
- Learn the setup and management of Facebook Ad Campaigns

Email Marketing & Digital Graphic Design

- Explore lead generation techniques
- Use email marketing tools and strategies effectively
- Understand legislation and best practices in email marketing
- Create compelling content aligned with brand guidelines

Creator Analysis & Video Marketing

- Analyse creators and their content effectively
- Understand the concept and implementation of video sales funnels
- Discover essential equipment for video production
- Measure and interpret relevant metrics for video performance

Strategic Content Development

- Set clear and attainable content creation goals
- Identify target audience characteristics and preferences
- Select engaging topics aligned with audience interests and trends
- Develop efficient strategies for content planning and organisation

Key Information

Qualification: Mapped to a Level 3 Ifate Occupational Standards.

Cost: Fully funded for eligible residents.

Funding requirements: York/North Yorkshire or Tees Valley businesses. 19 years old and over.

Upcoming Course Dates

- Starts 6th October in **Skipton**