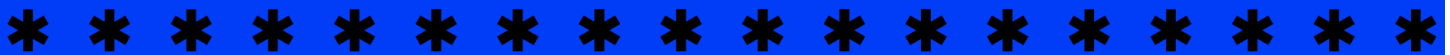




The Digital Edge

Skills Bootcamp



What is covered?

Presenting, Networking & Marketing Audit

- Complete a detailed social media audit to identify strengths, gaps, and opportunities
- Use AI tools to analyse your content and improve performance

Website Optimisation

- Audit your own website with a focus on user journey and conversion goals
- Plan and map out improvements using competitor research and audience insights

Content Creation: Stories & Conversations

- Master storytelling frameworks to make your content more engaging and memorable
- Plan and create content that reflects your business voice and customer journey
- Practice authentic conversational marketing for social and podcast-style content

SEO & Search Strategy

- Learn the five pillars of SEO
- Conduct keyword research and map them to your website
- Plan and cluster content around high-impact search terms for long-term growth

Email Marketing

- Explore different email types and when to use them
- Create value-driven welcome sequences and engagement campaigns
- Learn the essentials of email deliverability to protect your brand

Marketing Psychology & Strategy

- Learn how to apply psychological principles to your marketing
- Distinguishing between strategies, campaigns, and tactics
- Develop your own strategy using impactful marketing models

Paid Advertising

- Understand Meta Ads Manager and campaign types
- Learn to segment audiences and write compelling ad creative
- Build and implement ad campaigns using practical tools

Analytics & Insight

- Use GA4 and Google Search Console to track what's working and what's not
- Understand key marketing metrics across email, website, SEO, and social
- Translate your data into decisions that drive growth and efficiency

Final Strategy & Reporting

- Pull together your marketing strategy, audit results, and content plan
- Present your final plan to peers and get feedback
- Walk away with a comprehensive marketing strategy ready to implement

Key Information

Qualification: Mapped to a Level 4 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 7th August in **Middlesbrough and Northallerton**
- Starts 1st October in **Middlesbrough**