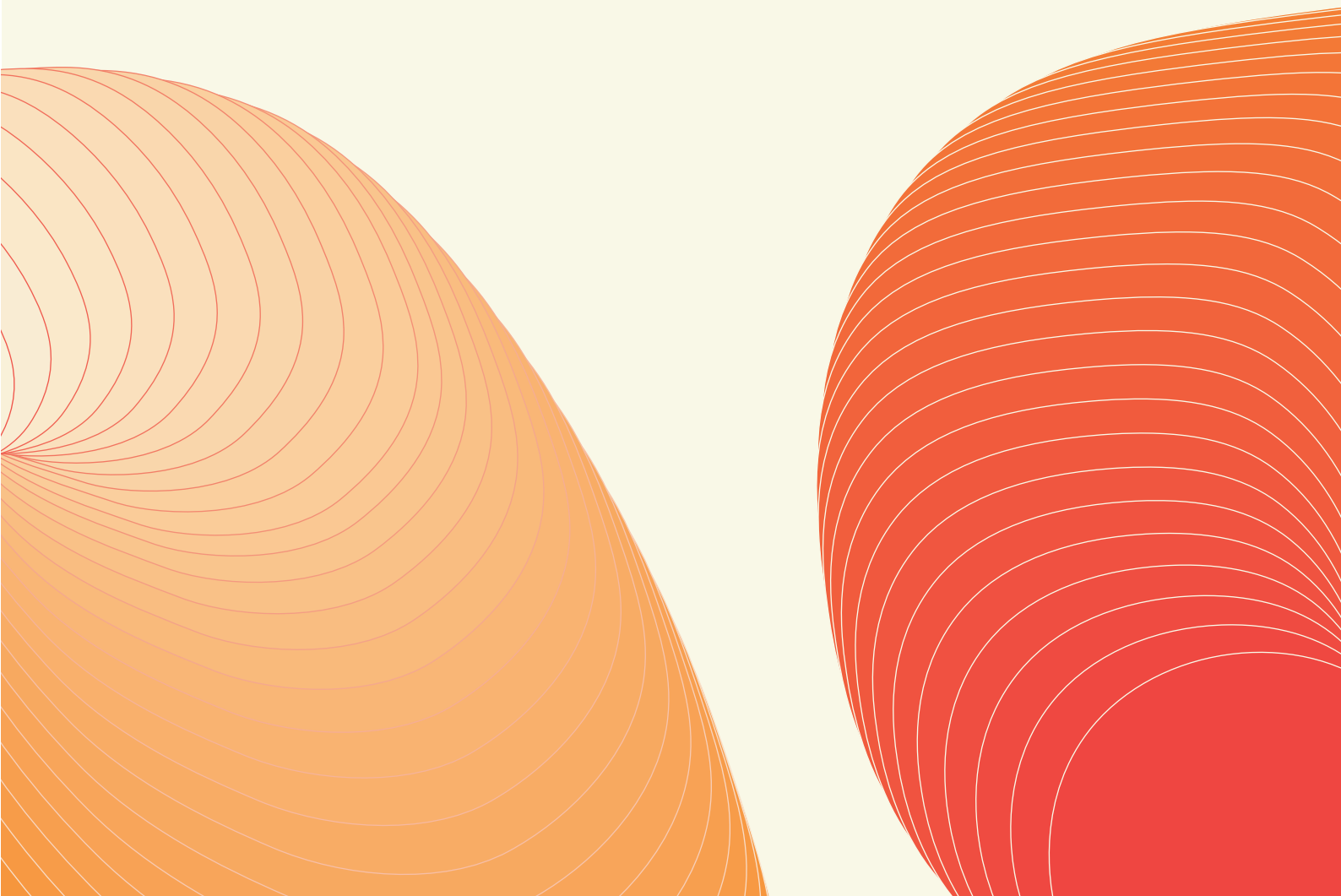


THE FEARLESS ACADEMY CURRICULUM



INDUCTION DAY

On day one, we will get you settled in and you'll get to know your fellow Adventurers a little better.

We'll cover all aspects of housekeeping, have some fun, and make you feel as welcome as possible.

Next, you will be registered on Slack, our internal communications system, and we will show you how to upload your work.

We'll then guide you through what to expect in the coming weeks by outlining the curriculum, how the sessions are planned, the expectations placed on you, how to get the best out of your time with us, and where to go for help. You'll also start your first digital marketing task.

We'll be on hand throughout the session to answer any questions you may have, and don't worry if you forget to ask something; there will be so many opportunities to ask questions!

THE FEARLESS ACADEMY LEARNING JOURNEY

Our industry-led course has been devised by those currently working in senior digital marketing roles with experience in some of the UK's leading companies. Our curriculum is constantly updated to reflect the ever-changing nature of the digital world and is delivered by industry experts.

Our Core Values

Fearless - We are not afraid to take risks and be innovators

Pioneering - We adapt fast and challenge the status quo

Aligned - We understand our goals, know our destination and work together towards them

Explorers - We make it our mission to learn not just what we were taught but to push ourselves to learn and apply different methods.

WHAT WE COVER

- 01.** INTRO AND MARKETING PRINCIPLES
- 02.** FACEBOOK/INSTAGRAM
- 03.** GOOGLE ADS (PPC) AND MARKETPLACES (AMAZON/EBAY + MORE)
- 04.** SEO & CONTENT
- 05.** . CREATIVE AND DESIGN FOR DIGITAL MARKETING
- 06.** THE CREATOR ECONOMY: INFLUENCERS, YOUTUBE, TWITCH AND TIKTOK
- 07.** . LINKEDIN AND PERSONAL BRAND + AFFILIATES, PARTNERSHIPS AND EVENTS
- 08.** . EMAIL AND RETENTION
- 09.** WEBSITE DESIGN, UX, AND CODING
- 10.** BUSINESS INTELLIGENCE AND WEBSITE ANALYTICS
- 11.** PROJECT PHASE
- 12.** CAREER WEEK AND GRADUATION

YOUR FEARLESS JOURNEY STARTS HERE

WEEK 01. INTRO AND MARKETING PRINCIPLES

Know your 4Ps and what a marketing funnel is?

This introductory session will cover what marketing is, define branding and its importance, and touch on the keystones of marketing strategy.

We'll teach you the various marketing models and why they are important, including AIDA and the customer lifecycle, and educate you about branding and the importance of strategy to get your minds working and wondering how marketing in the business world works.

We'll also showcase some classic marketing campaigns both old and new, discuss what a typical marketing role looks like, as well as the various types of roles within marketing and the difference between agency and in-house roles.

Finally, we'll drum up excitement for the rest of the course as we introduce you to the rest of the curriculum.

WEEK 02. FACEBOOK/INSTAGRAM

In Week 2, we'll be covering the channel which has caused the biggest shift in the last 10 years in marketing. Facebook and later Instagram have revolutionised media and allowed small businesses to grow significantly without the help of legacy agencies.

In this session, we'll cover how demographics and psychographics inform marketing campaigns; the creation of buyer personas; defining that all-important target audience; introducing social media management best practices; and, the difference between Organic vs Paid Social activity. After this, we'll practice by creating some creative Facebook and Instagram Ads and look at and critique some current live examples.

WEEK 03. GOOGLE ADS (PPC) AND MARKETPLACES (AMAZON/EBAY + MORE)

The world of Google can be tricky for a beginner, so we'll unpick all the acronyms to look out for and techniques to give you the basic understanding you will need with regards to how the Google Ads platform works, how to create good copy for AdWords, how to optimise keywords and feeds and the difference between SEO and PPC.

In addition to this, we'll cover what it takes to grow a brand using Amazon as well as other marketplaces and the positives and negatives of doing this. We'll teach you how to create the best-in-class Amazon listings, how to find keywords to target, and how Amazon Ads work.

WEEK 04. SEO & CONTENT

The search engine optimisation (SEO) session will cover the basics, from how search engines work and current best practices to the differences between on-page and off-page SEO.

You will learn how the discipline has evolved as well as effective SEO strategies that drive performance in light of recent algorithm updates.

From a content perspective, we'll look at the role of search intent (also referred to as audience, user, or keyword intent) and how it helps to create and structure quality website content. You will also be taught the basics of copywriting and how it can be used to influence customers.

05. CREATIVE AND DESIGN FOR DIGITAL MARKETING

As more platforms emerge and visual creativity comes back to the fore, the demand for digital designers and creators has increased tenfold.

This session will run through the main skills and tools used to create engaging, creative content that helps brands capture attention and grow their businesses.

We'll be teaching the basics of using Canva, creative thinking, creating and responding to briefs, the importance of briefing, and the various assets required for campaigns and startups.

This session will also cover elements of packaging design, out-of-home creatives, and presentation deck design.

WEEK 06. THE CREATOR ECONOMY: INFLUENCERS, YOUTUBE, TWITCH AND TIKTOK

This session will look at a big shift in how creators are making money and how that's changed over the last few years.

In the last 5 years, TikTok has grown to over 1bn global users, and over 167 million TikTok videos are watched every minute. We'll be teaching the students how they've managed to achieve this, what makes TikTok different to other platforms, and how the product may change and develop in the future.

Learn why influencers are moving to TikTok, the power of building an audience across multiple channels and appealing to niche audiences, and why brands are so keen to partner with creators.

WEEK 07. LINKEDIN AND PERSONAL BRAND + AFFILIATES, PARTNERSHIPS AND EVENTS

This week we'll take our knowledge over to LinkedIn and explore how the platform can be used for marketing purposes, how to create a strong personal brand, and how we can utilise LinkedIn for B2B purposes.

In addition, we'll look at how Affiliates and Brand Partnerships can help to drive business growth and the types of strategies used by brands to grow these channels. We'll look at how brands use events both online and in-person to build their brand awareness and amplify their partnerships and product launches.

WEEK 08. EMAIL AND RETENTION

Email campaigns have multiple layers, so we'll uncover how to match audience engagement to appropriate channels and messaging, advanced email marketing techniques, how to calculate open rates, click-through rates and ROI, as well as how to understand CRM strategies, email workflows, and automation.

We will also cover the important topic of GDPR and what can and can't be used, done, or said. As well as email, we'll take a look at other retention strategies such as subscription models, SMS marketing and the power of community.

WEEK 09. WEBSITE DESIGN, UX AND CODING

You will spend Week 9 learning about how to create and optimise websites using key UX principles and also learn some of the basics of how websites are built and work in the backend.

We'll cover how to build a basic Shopify site and all of the elements that make up a great ecommerce website.

You will learn more about the field of user experience and how research is conducted through surveys and tools such as Hotjar to monitor how customers use sites to discover areas that can be improved.

WEEK 10. BUSINESS INTELLIGENCE AND WEBSITE ANALYTICS

By Week 10, we will use all the previous weeks' learning to start to analyse how well all of your marketing campaigns are performing. We'll look at how to create data dashboards and interpret the results. We'll cover the main basic metrics and how to calculate them and the difference between vanity and quantitative metrics.

We'll look at how web analytics works using Google Analytics and the key performance indicators that different types of businesses use to measure success.

WEEK 11. PROJECT PHASE

For the past 10 weeks, you will have had intensive training in marketing basics and principles. You will now consolidate this learning by creating a project to showcase your skills.

You will be given a concept idea for a new business and be asked to create a marketing strategy to support the launch.

You will use your knowledge to create a marketing campaign including a landing page and a content calendar. You will demonstrate and provide examples of copy, and explain the theory behind those decisions. All student portfolios will be assessed by our Academy tutors.

WEEK 12. CAREERS WEEK AND GRADUATION

Rounding up the course, TEAMS by Fearless Adventures will take over in week 12 and get you ready for work.

You will benefit from CV writing sessions, confidence and imposter syndrome workshops, as well as mock interviews. You will be given all the tools to enable you to communicate effectively with potential new employers and will attend careers fairs with us to help them take that first step into their new careers!

Graduation will take place and portfolio feedback will be delivered.

Career fairs and events will run in Week 13 to give employers the opportunity to meet you and speak about potential interviews.