

# NQual Endorsed Digital Marketing (2 days)



## Aims of the course

Welcome to this Digital Marketing course. Whether you are a business owner looking to expand your marketing reach, someone ready for a career change, or you are simply looking to boost your opportunities and prospects within marketing, this course is for you.

No matter your background, you will walk away with more confidence and actionable skills. You will leave with a toolkit to help drive results and help enhance your career or business online, with practical, step-by-step guidance from your facilitator. This course will be delivered by J&PR who are specialists in Digital Marketing.

## Times, Dates & Location

24<sup>th</sup> & 25<sup>th</sup> November - 9.15am arrival for 9.30am start. 4pm close.

Venue - Shrewsbury - TBC

## Included in the course:

NQual Endorsed Certificate in Digital Marketing



To secure your place email: [hello@inspiredmindset.uk](mailto:hello@inspiredmindset.uk)



## What is included:

### Day 1 & 2: Building Your Online Presence, Bringing Traffic to You and Creating Content & Launching Ads

- Learn the fundamentals of digital marketing and how to create a strong, professional website that gets noticed. Starting a business or looking to enhance an existing website - this course sets the foundation for success.
- Master the basics of SEO and social media marketing to increase your visibility online. You will learn easy, effective strategies to attract and engage your target audience, perfect for growing a business or switching careers to marketing.
- Discover how to create impactful content and run simple paid advertising campaigns. With hands-on experience in Google Analytics, you will gain the tools to measure success and improve your strategy over time.

## Objectives:

By the end of this course, you will be able to:

- Understand the fundamentals and key concepts of digital marketing and how it applies to your business or organisation.
- Have the skills to optimise a website for SEO.
- Develop and manage a basic social media strategy: Choosing the right platforms, overview of the platforms; content creation; engagement strategies; running ads.
- Create valuable content that engages your audience, including content marketing and blogging.
- Analyse website traffic and marketing performance using Google Analytics and measuring success.
- Create a simple paid advertising campaign.
- Understand email marketing basics.
- Learn local case studies.