

Create your own in-house Digital Marketers with Virtual College's specialist development programme



Digital Marketing continues to become the foremost source of trade for online businesses. Having the right staff with the right set of digital marketing skills is more important than ever.

The fact that thousands of marketing technology solutions exist demonstrates the ever widening role of paid, owned and earned media activity. Here at Virtual College Apprenticeships we can help you create your own in-house digital marketing strategists by accessing apprenticeship training funding to either upskill an existing member of staff or recruit an apprentice into your business.

Apprenticeship standards mapping for...

- ✓ Search Engine Optimisation
- ✓ Coding Logic
- ✓ Digital Marketing Strategies
- ✓ Social Media Advertising
- ✓ Blogs and Micro Blogs
- ✓ Online Customer Engagement
- ✓ Conversion Rate Analysis
- ✓ Social Media Platform Management
- ✓ Marketing Campaign Design and Delivery
- ✓ How to securely protect data across digital and social media platforms

What qualifications will the individual gain?

- Level 3 Award
The Principles of Coding

- Level 3 Certificate
Digital Marketing Business Principles

- Level 3 Certificate
Marketing Principles

- Professional Vendor
Qualification
Social Media Strategist

This Level 3 programme is of 13 months' duration with core training delivered via online live.

How do we create your Digital Marketing Strategists?

The core knowledge training is delivered as 5 x 5 day modules on pre-selected calendar dates, e.g. one module every 2-3 months. An exam follows each module. The workplace competencies training is delivered via a workplace visit every 8 weeks.

Module content:

- ✔ **Principles of Coding**
Understand the specialist areas and characteristics of digital marketing and social media platforms. Understand the business environment and business issues related to digital marketing and customer needs. Understand how to follow digital etiquette, including effective communication styles, types of audience and the importance of the brand. Understand how to securely protect data across digital and social media platforms.
- ✔ **Digital Marketing Business Principles**
Understand the specialist areas and characteristics of digital marketing and social media platforms. Understand the business environment and business issues related to digital marketing and customer needs. Understand how to follow digital etiquette, including effective communication styles, types of audience and the importance of the brand. Understand how to securely protect data across digital and social media platforms.
- ✔ **Marketing Principles**
Identify and apply the core principles of marketing theory. Understand the importance of collaboration in delivering successful marketing campaigns. Recognise and apply the different stages of the customer lifecycle. Recognise the benefits, limits, risks and constraints of customer relationship marketing. Understand how digital marketing and social media can form part of an inclusive marketing strategy.
- ✔ **Social Media Strategist**
Introduction to Social Media. Social Media in Business. Social Media Strategy. Social Media Platforms. Social Media Presentations and Blogs. Social Media Risk, Reputation and Crisis Management. Social Media Advertising. Social Media Metrics and Analysis. Social Media Reporting Optimisation.

Additional Information:

Online live is a live online classroom with all the benefits of interactive teaching and learning. The employer will mentor the individual and provide opportunities for the individual to apply the knowledge gained on their training programme to the workplace, work shadowing and self-study opportunities. At the end of the 13 month programme of study, our staff will be on hand to support the individual through the end point assessment phase.

Are existing employees eligible for an apprenticeship?

Absolutely! Apprenticeships are a perfect way to train existing staff. If you have identified a member of staff with the potential to take on Digital Marketing responsibilities, our trainers will support them to gain the skills to succeed and benefit your business.



For 22 years, Virtual College has been developing and supplying collaborative, customer-focused e-learning technology for organisations world-wide

We're proud to have won 'Learning Technologies Supplier of the Year 2016-17' and 'e-learning Development Company of the Year 2015-16'.

Helping 3 million learners develop their potential.

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