

Co-Funded Digital Marketing Skills Bootcamp

Imagine creating high-impact, cost-effective digital marketing campaigns without relying on expensive agencies or PPC ads. Our **7-Week Digital Marketing Training Programme**, starting in **January 2025**, equips you with the skills to manage digital marketing in-house, saving significant resources and delivering real, sustainable results. **Only 10 spaces available!**

Why In-House Marketing Saves You More

- PPC ads cost **£24,000 to £60,000 annually** without guaranteed results.
- Outsourcing digital marketing to agencies can cost **£20,000 to £50,000 per year**.
- Bringing marketing in-house can reduce costs by **50%**, saving **£10,000 to £25,000 annually**.

Course Overview: Build a Lasting Marketing Strategy

This comprehensive programme covers essential marketing skills:

1. **Digital Marketing Foundations:** Align business goals with marketing strategies.
2. **Inclusive Tools and Techniques:** Learn cost-effective tools and cybersecurity.
3. **Branding and Content Creation:** Craft compelling content with budget-friendly equipment.
4. **Data-Driven Decision Making:** Analyse data to make informed decisions.
5. **SEO and Accessibility:** Improve search rankings and reduce PPC costs.
6. **Customer Segmentation:** Use social media tools to boost engagement and conversions.
7. **Career Development:** Plan for professional growth and build inclusive networks.

Who Can Join?

This programme is tailored for individuals aged **19+** in the **Kirklees area**:

- **Employed:** Those with or working toward marketing responsibilities.
- **Self-Employed:** Demonstrating business growth post-course (£340 fee for SMEs).
- **Unemployed:** Willing to take on marketing roles for 12+ weeks post-course (fully funded).

Schedule and Delivery

- **Start Date:** 28th January 2025
- **Delivery Days:** Tuesdays (**6 hours**) at The Media Centre, Thursdays (**3 hours**) on Teams.
- **Total:** 60 hours across 13 sessions.

[Further information on our Qualia Website](#)
