



babington

Introduction to Digital Marketing

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SUPPORTED BY
MAYOR OF LONDON

Government funded learning for your workforce

Babington is committed to Developing Better Futures by helping you adapt, change and thrive in the revolutionised and modern business landscape.

The DfE Skills Bootcamp for Londoners, 'Introduction to Digital Marketing' is part of the Government's Lifetime Skills Guarantee and Plan for Jobs, supported by the Mayor of London;

designed to sustain business growth and productivity by upskilling employees, supporting job retention and increasing productivity.

Whether employees need a refresh of their marketing skills or just getting started in their careers, this Bootcamp will provide them with the fundamental knowledge across key marketing themes and gain an insight to the latest trends and tactics.

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"I specialise in digital marketing and have over five years of experience within skills training. A highlight of my role is supporting learners in gaining practical knowledge and watching their skills and confidence grow. Being part of their journey to success is great!"

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What is the Introduction to Digital Marketing Bootcamp and who is it suitable for?

This pilot scheme is being rolled out to help businesses within the Greater London Authority access training that will upskill their employees with the knowledge and skills to become modern marketers and is suitable for:

- ✓ Individuals who require an update to their knowledge and skills, or refresh their skills aligned to the requirements of a modern marketer. This may be due to a career break or suitable for those that are starting out in their career.
- ✓ Learners with a basic understanding of marketing and are looking to sharpen their current skills or considering role progression.
- ✓ Organisations looking to develop the next generation of marketers that keep up with the changes to online platforms as they develop, and are looking for a skilled workforce that can adapt to those changes.
- ✓ Organisations needing to enhance their workforces to keep their staff on the cutting-edge in an ever-changing digital marketplace.

Employers wishing to access Skills Bootcamps will need to contribute 10% - 30% of the costs with the remainder fully funded.

Options for Employers

Babington has a reputation for developing close client relationships and works flexibly with its employers to ensure programmes meet the needs of individual businesses.

Employers can submit multiple employees to attend this Skills Bootcamp. Submitting a larger cohort allows us to be flexible and offer a more personalised training programme, making it relevant to your specific business needs.

Employers wishing to access this route will need to contribute 10% - 30% of the costs with the remainder fully funded.

Alternatively, you may be looking to hire learners once they've completed the Skills Bootcamps to fill key vacancies within your business; or perhaps you would like to be part of our bank of employers, interested in interviewing our candidates for future positions. Our team can work with you to meet your requirements. In this instance, your business will not be liable to fund the Skills Bootcamps*

*Subject to T&Cs. Speak to your Account Manager, or a member of the team to discuss further.

Learning Content

Within the 12-week programme, learners will be expected to commit the relevant time to their studies as outlined adjacently.

Towards the end of the programme, learners will be tasked with completing a project proposal that can subsequently be presented to managers or senior leaders within the business. The aim is to embed the learning and focus on business improvement.

<div>Week 1</div> <div>Programme Launch</div> <div><ul style="list-style-type: none">Programme overview</div> <div>Duration: 1 Day</div> <div></div>	<div>Week 2</div> <div>Self Awareness</div> <div><ul style="list-style-type: none">Emotional intelligence skillsSigns of stress when working remotelyUsing a teams natural energyManagement diagnostic</div> <div>Duration: 1 Day</div> <div></div>	<div>Week 3</div> <div>Digital Capability</div> <div><ul style="list-style-type: none">Digital skills gap analysis and reviewDigital evolution footprintSocial media, reputation and impactCV review and rewrite</div> <div>Duration: 1 Day</div> <div></div>	<div>Week 4</div> <div>The Business Environment</div> <div><ul style="list-style-type: none">Roles and responsibilities in a digital marketing campaign teamInfluencing teams in campaign planning</div> <div>Duration: 1 Day</div> <div></div>	<div>Week 5</div> <div>Sales, Segmentation & Strategy</div> <div><ul style="list-style-type: none">Differences between marketing strategy and planningBenefits of segmentation, target and positioning</div> <div>Duration: 1 Day</div> <div></div>
<div>Week 6</div> <div>Project Management Fundamentals</div> <div><ul style="list-style-type: none">The dynamics of project management and leadershipProject phases/risksStakeholder management</div> <div>Duration: 2 Days</div> <div></div>	<div>Week 7</div> <div>Digital & Social Media Platforms</div> <div><ul style="list-style-type: none">Social media tools, channels and platformsSocial media marketingRules and ethics of social media</div> <div>Duration: 2 Days</div> <div></div>	<div>Week 8</div> <div>Data Analytics</div> <div><ul style="list-style-type: none">Analysing data from everyday lifeInterpreting values for data</div> <div>Duration: 1 Day</div> <div></div>	<div>Week 9</div> <div>Project - Business Improvement Proposal</div> <div><ul style="list-style-type: none">Applying leadership, management and project skills to create a business improvement proposal ready for presentation</div> <div>Duration: 2 Days</div> <div></div>	<div>Week 10</div> <div>Consolidation & Support Day</div> <div><ul style="list-style-type: none">Support and guidance for project scoping and presentation</div> <div>Duration: 1 Day</div> <div></div>
<div>Week 11</div> <div>Case Study Presentation</div> <div><ul style="list-style-type: none">Present proposed project</div> <div>Duration: 1/2 Day</div> <div></div>	<div>Week 12</div> <div>Completion</div> <div><ul style="list-style-type: none">Meaningful feedbackCertificationProgression planning</div> <div>Duration: 1 Day</div> <div></div>	<div>Key</div> <div></div> <div>Workshop</div> <div></div> <div>E-Learning</div> <div></div> <div>Reflection-led learning</div> <div></div> <div>1-2-1 Progress Reviews</div>		

Overview



Start Dates

The next bootcamp start dates can be found [here](#).



Duration

12 weeks; typically between 8-12 learning hours per week, inclusive of self study time.



Delivery

Blended, virtual classroom.



Progression Opportunities

A higher level or professional qualification, further learning, or progression within their current role.



Entry Requirements

Open to all learners 19+ that are resident within the Greater London Authority (GLA), have access to online learning, and a commitment to develop your skills over 12 weeks.

Find out more about Skills Bootcamps.

Employers wishing to access Skills Bootcamps will need to contribute 10% - 30% of the costs with the remainder being fully funded.

Programmes are free for learners.

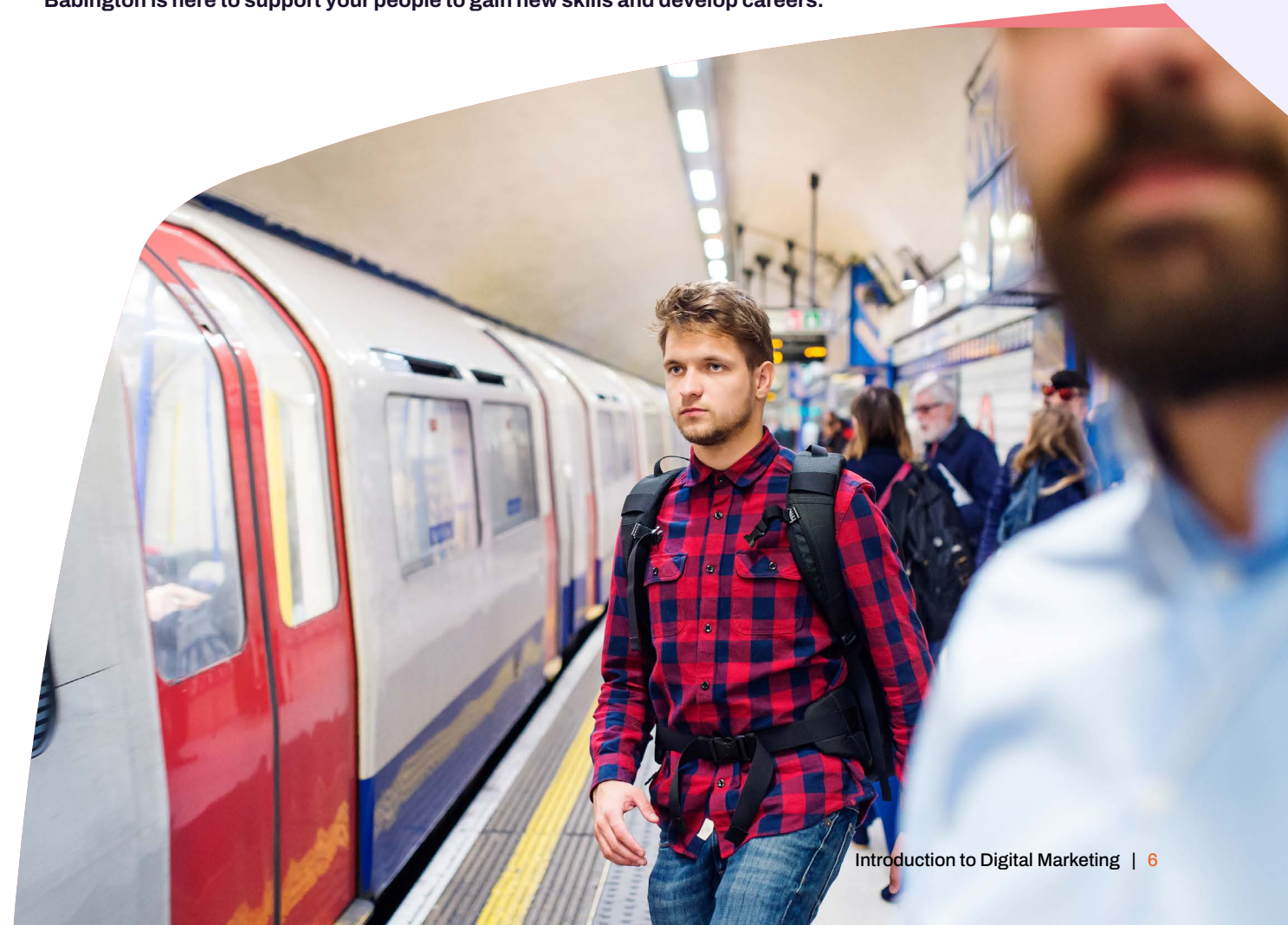
Explore Skills Bootcamps



Employer Benefits

- ✓ Development of your workforce to provide them with the latest knowledge and skills to become a modern marketer.
- ✓ An opportunity increase the skills required by your workforce to further understand, sales, segmentation and strategies and how to implement tactical marketing in order to deliver effective campaigns.
- ✓ Babington can either recruit staff for you, or place people in your recruitment pipeline during the programme as part of preparation and selection. In turn, you nurture your employees for a rewarding, long term career within your business.
- ✓ There is flexibility within the programme to enable it to be contextualised around your organisation. Instil your company values and processes into your people and give them the tools to be successful from the beginning.
- ✓ Consider using this as a key CSR initiative and engaging your local community for key roles within your business.

Babington is here to support your people to gain new skills and develop careers.




Funded by



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Are you ready to develop
your employees' digital
marketing skills?

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