

PROGRAMME HANDBOOK

DIGITAL MARKETER





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DIGITAL MARKETER APPRENTICESHIP



WELCOME TO YOUR PROGRAMME WITH BABINGTON!

Digital Marketing is a diverse, rich, and increasingly specialised, industry which has evolved rapidly over the past few decades. With approximately half of the world's population online today, and one-in-three people on social media platforms, businesses have to be able to reach out to potential customers and promote their products and services through digital channels. For this reason, digital marketing has become one of the most lucrative career pathways you can follow!

The Digital Marketer Apprenticeship allows you to develop your abilities to define, design, build, and implement marketing campaigns online or through social media platforms, to support objectives of your organisation like customer growth, increased sales revenue, or customer engagement/retention.

For this reason, the apprenticeship standards seek to allow a broad application of technical skills, knowledge areas, and professional behaviours required across the digital marketing sector.

This programme handbook will give you a reference point for all the details on your learning programme, clarity on the assessments you will be required to undertake which underpin the core competencies associated with your role, and provide you with the opportunities for further development.

We are pleased that you have selected to undertake this development programme, and we look forward to being able to support you throughout your learning journey to a successful completion of your End Point Assessment (EPA).

WHAT CAN THIS APPRENTICESHIP DO FOR ME?

By undertaking and then gaining your Digital Marker Apprenticeship, you will develop the skills to truly excel in your job role and pave the way for future career success.

You will be provided with exciting opportunities and complex challenges to increase your written communication, research, customer service and problem-solving skills, to help improve customer relationships. To do this, you will learn how to respond appropriately to customers on digital and social media platforms, ensuring that all communication is ethical, legal, and supportive of your organisation's reputation.

Considering this further, and the business objectives mentioned, you will actively build your awareness of; the latest developments in digital trends to ensure you're a valued member of your team, the digital tools which ensure that you are more effective in your role, and the analytics methods and software used to evaluate marketing campaigns and increase their success.

This apprenticeship will equip you with the knowledge that you will require as a digital marketing professional and give you an opportunity to strengthen the core skills and behaviours of your role.

Through this and the improvement of your knowledge of digital marketing campaigning, you will immerse yourself in a range of situations, both in your workplace and through your on-programme learning.

You will learn to build a variety of content types using different tools and technologies, then apply digital marketing techniques to engage your customer audience positively.

Through this you may develop in specific areas of expertise such as search engine marketing, email marketing, or social media marketing. Put simply, each of the knowledge, skills and behaviours that you will gain during the course of your programme will help you succeed in the marketing role of your choice.

What do apprentices have to say?

"I feel that my understanding has improved... I feel valued and listened to within this space..."

"The tutors... really care about your progress and will take their time to help you if you are struggling with something."

"My journey with Babington has been an entirely positive one from start to finish. Every member of staff has been brilliant, and every training session has been of an extremely high quality!"



YOUR APPRENTICESHIP

This apprenticeship is all about you, your continued development, and how you can add further value to your role, your team, your employer, and those working as part of your organisation. The learning you undertake during this programme will be able to be applied directly within your own context, identifying specific areas of focus for your own personal and professional development.

Your on-programme learning will last for 12 months. During this time, you will complete the elements required to gain your apprenticeship, which you will complete through our blended learning approach.

This enables you to develop the knowledge, skills and behaviours, related to your role, and to showcase the work you undertake and the service you provide to your stakeholders.

You will undertake a series of tasks during your programme designed to benchmark yourself against the knowledge, skills, and behaviours,

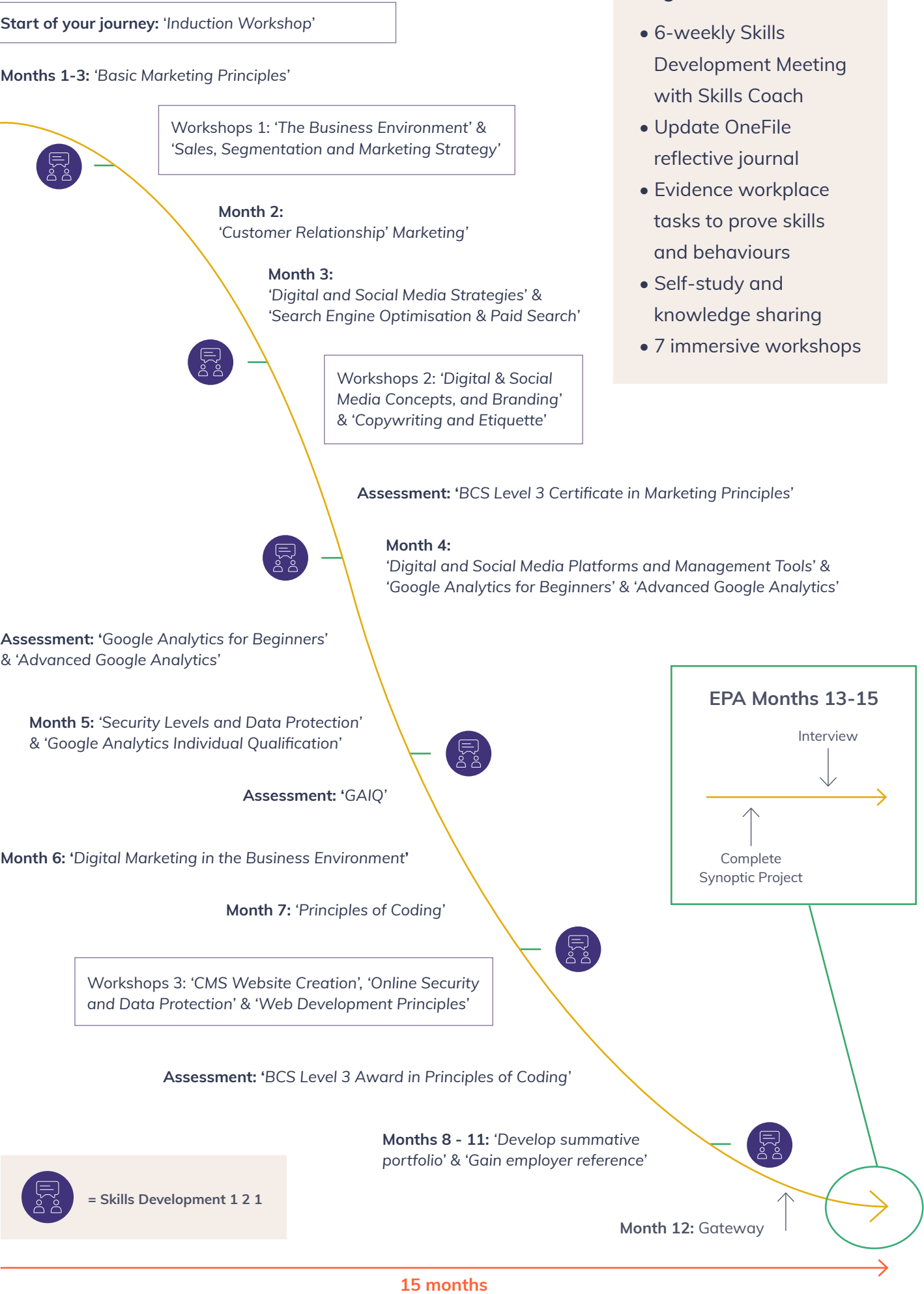
to further your personal and professional development, and, vitally, to self-reflect and set yourself actions or targets during your journey.

Throughout your apprenticeship you will receive mentoring from one of our expert Skills Coaches. They will be there to support you throughout your learning journey, provide coaching and mentoring and guide you towards successfully completing your End Point Assessment.

You will also be supported in completing a portfolio of work upon reaching Gateway that will highlight these skills, knowledge and behaviours which will form part of your End Point Assessment. Please see the 'Appendix' section for full details.

As part of undertaking the apprenticeship, you will cover the following subjects, which you will explore through the attendance of workshops, group activities, individual tasks, reflective analysis, and skills development progress meetings.

AN OVERVIEW OF YOUR PROGRAMME:



Regular Features

- 6-weekly Skills Development Meeting with Skills Coach
- Update OneFile reflective journal
- Evidence workplace tasks to prove skills and behaviours
- Self-study and knowledge sharing
- 7 immersive workshops



THE BCS LEVEL 3 DIGITAL MARKETER APPRENTICESHIP

As part of this apprenticeship, you will have the opportunity to gain:

- BCS Level 3 Award in Principles of Coding
- BCS Level 3 Certificate in Marketing Principles
- Google Analytics Individual Qualification

You will complete two BCS knowledge modules during your on-programme learning and three Google Analytics courses through Google Skillshop. Successful completion of each of these will require you to pass five multiple choice exams, lasting no-more than one hour each.

During your learning journey, you will receive individualised technical support from your Skills Coach, as well as online learning material and virtual workshops, to enhance your understanding and confidence in each of your chosen technical units.

MONTHS 1 - 2

MARKETING PRINCIPLES AND CUSTOMER RELATIONSHIP MARKETING

In the first leg of your learning journey, you will explore the basic marketing principles that provide the foundations of all good marketing practice, ensuring that you make the most of a mix of marketing opportunities to extend a product's lifecycle. Through learning about the business environment, and the requirements of both your current and potential customers, you will learn to segment your target audience and choose the right marketing tactics to engage them. By putting yourself in their shoes you will be able to adapt your communication methods to best suit them and ensure that the reputation of your organisation is positive. To support you in this, you will engage in online learning as well as two immersive workshops.

MONTH 3

DIGITAL AND SOCIAL MEDIA STRATEGIES

Within this section will be vital learning on the methods you can use to drive traffic to your company's websites, increasing the chance of conversions, and boosting sales! Build an understanding on how search engines and social media platforms operate to ensure that you appear higher up on search engine results pages and start utilising real-time data to help fulfil your business' objectives. Participate in two immersive workshops, independently start to formally create marketing plans, and practise writing client-style briefs in a legal and compliant manner.

MONTHS 4 - 6

DIGITAL MARKETING PRINCIPLES FOR BUSINESS AND GOOGLE ANALYTICS

Further explore digital marketing in the business environment, digital and social media platforms, and then build a strong understanding of the management tools available to Digital Marketers which make them more effective in their roles and relieve the burden of some of the more challenging tasks. Focus your learning on one of the most useful tools in the industry, Google Analytics, and understand how this can help manage, monitor, and analyse the success of your campaigns.

MONTHS 7 - 8

PRINCIPLES OF CODING

In the penultimate leg of your on-programme learning, research and practise basic coding methods and know how logic is used in modern web and application development. Through this, build a practical understanding of how programming languages are used, so you can ensure that your content is fit for purpose and accessible by different devices and users. Evaluate CMS options and then put your theory into practice. Build your own content and web pages, in line with your campaign objectives, and see how your campaigns grow! Attend three immersive workshops where you can learn, share knowledge, and ask questions about coding.

MONTHS 9 - 12

DEVELOPMENT OF PORTFOLIO

Spend the last stage of your on-programme apprenticeship journey ensuring you are fully prepared for your End Point Assessment (EPA). With focused support from your Skills Coach, showcase your skills, knowledge, and behaviours against the apprenticeship standard, and finalise your portfolio of evidence. Use the checklist given to you at the start of your journey to show how you have progressed and utilised everything you have learned. Also, spend this time to gain feedback and a reference from your employer which details their views of you, in line with the apprenticeship standard. Use this to set targets for CPPD.

MONTHS 12 - 15

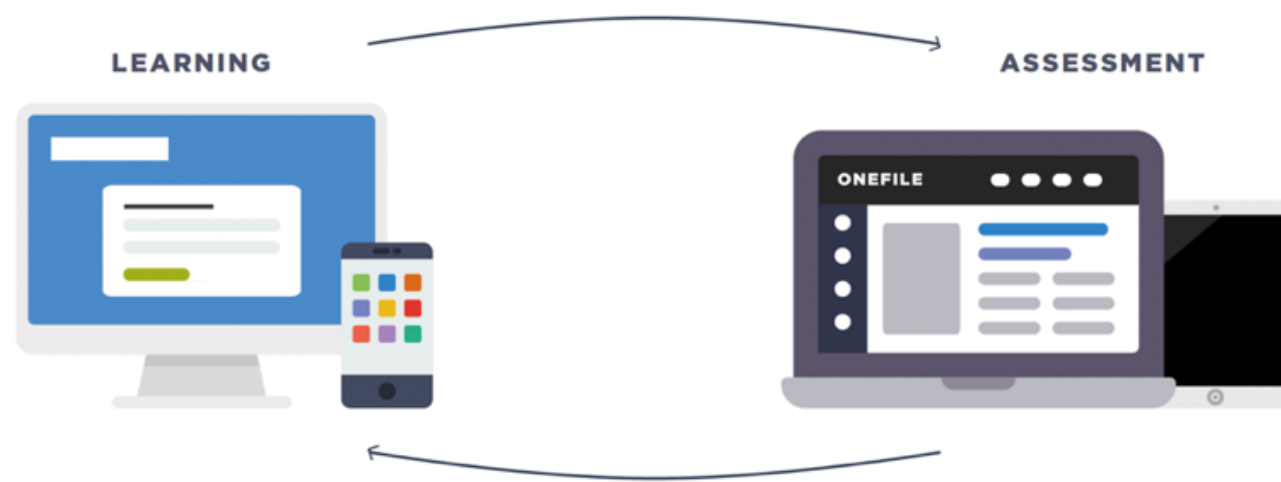
END POINT ASSESSMENT

Independently complete an in-depth synoptic project, based on a business task, to showcase all your abilities as a digital marketer. Gain from external assessment of your summative portfolio, your employer reference, and the project, through an interview with a BCS assessor. In this, you will be able to prove how you have gained all the necessary skills, knowledge, and behaviours required of an Apprentice Digital Marketer and achieve your final grade.

LEARNING PLATFORMS

To support your apprenticeship programme, you will be provided access to OneFile which is an E-portfolio platform. OneFile will track your progression, capture evidence, build your professional portfolio, allow you to record your off the job learning and provide you with access to the Babington online learning programme BabingtonOnline.

During your induction, you will receive a demonstration of each platform to ensure you can get started with your learning and begin building your portfolio.



BABINGTON ONLINE

Your online learning programme:

- Online modules including a range of resources to help you self-study
- Assignments to assess your knowledge and support you in building your portfolio of evidence
- Dedicated tutor support
- Forum discussions with your peers

Your login details will be provided to you by Babington.

ONEFILE (E-PORTFOLIO)

Your E-portfolio and programme dashboard:

- Learning plan, tasks and current progress
- Portfolio of evidence
- Upcoming reviews
- Skills gap analysis/Scorecard
- Learning journal
- Assessments
- Off the job learning record
- Messaging

Babington will provide you with your login details to OneFile.

Scan the QR codes below with your smartphone to find out more, or alternatively, follow the link provided.

“GETTING STARTED WITH ONEFILE” VIDEO

<https://player.vimeo.com/video/344571162>



Scan the QR code to watch the video!



GATHERING EVIDENCE OF YOUR DEVELOPMENT

Throughout the programme, you will compile a range of evidence that demonstrates your progression against each standard. This evidence will also prepare you for the End Point Assessment stage of your apprenticeship.

ONEFILE LEARNING JOURNAL

Throughout your programme, you will update the OneFile learning journal to document your self-reflection and experiences. By keeping this journal, you will be able to gradually build evidence that demonstrates how you meet each of the knowledge, skills and behaviours as defined within the apprenticeship standards as well as recording off the job developmental work. The journal can also be used in conjunction with your personal development plan and will ultimately form a solid starting point for all components of the End Point Assessment. You will be able to update your learning journal through your OneFile.

YOUR ONEFILE LEARNING PLAN

To help keep you on track with your programme you will have a dedicated learning plan which you will be able to access through OneFile. This plan will provide you with an outline of your learning programme and will include the key milestones you will aim to achieve during your on-programme learning. This includes the workshops you will attend, the online modules you will complete, and any other activities you will be required to undertake that will help you to build evidence and prepare you for End Point Assessment.

20% OFF THE JOB

As part of your apprenticeship, you will be required to evidence that a minimum of 20% of your normal working hours during your apprenticeship has been spent completing occupational off the job training. To complete your apprenticeship, you will need to clearly evidence this.

By using either the Learning Journal or the Timesheet function, you can keep track of your off the job easily. Simply input your learning activity, upload evidence as normal, then select whether it was completed off-the-job. This data is then automatically calculated into a percentage and displayed on your OneFile dashboard, letting you see your progress at a glance.

WHAT COUNTS AS 'OFF THE JOB'?

The following activities all count towards your 20% off the job training:

- Written assignments
- 1-2-1 coaching and mentoring
- Case studies
- Completion of written tasks
- Exam preparation
- Independent research and reading
- Online activities
- Peer discussions
- Reflective blog entries
- Scenario-based activities
- Self-assessment activities
- Tasks
- Videos
- Webinars/Online Tutorials
- Work-based projects
- Activity with workplace mentors
- Workshops/Bootcamps



FUNCTIONAL SKILLS

WHAT ARE 'FUNCTIONAL SKILLS'?

English and Maths are essential subjects that are included in most training and education programmes. They are a required component of Diplomas, Foundation Learning Programmes and Apprenticeships.

WHO COMPLETES FUNCTIONAL SKILLS?

If you can supply evidence of a prior qualification achieved in English and Maths, you may not be required to complete any formal Functional Skills. If you have any questions around this, please speak to your Welcome Advisor who will be able to support you further.

WHO WILL DELIVER MY FUNCTIONAL SKILLS LEARNING?

Usually, your designated Skills Coach will deliver any English and Maths content as part of your learning programme. You will also find that your apprenticeship programme will have built-in functional skills learning within your online learning as well as within workshops and webinars that you will attend. Where additional support is required, you may be assisted by a member of our specialist support team. If you require any additional support, please let us know as early as possible so that we can arrange the relevant support for you.

WHEN WILL I START MY FUNCTIONAL SKILLS TRAINING?

Typically, within the first 9 months of your apprenticeship.

HOW WILL FUNCTIONAL SKILLS BE ASSESSED?

Level 2 English:

- 1 reading exam taken under exam conditions
- 1 writing exam taken under exam conditions.
- 1 speaking, listening and communicating assessment (SLC), where you take part in a discussion and give a presentation to a group of people.

Level 2 Maths:

- 1 exam, taken under exam conditions

WORKSHOPS AND 121 SUPPORT SESSIONS

BABINGTON'S VIRTUAL WORKSHOP

These virtual workshops will allow you to connect with your Skills Coach and peers, where you will be provided the opportunity to collaborate, participate in group learning sessions, discuss and work through key elements of your learning and undertake practical exercises which will develop your knowledge, skills and behaviours and support your project work, thereby further expanding your proficiency in your own job role.

You will receive an invitation to join each of these workshops, which will provide you with full details so that you can prepare to attend the day.

The programme is designed to support you towards successful completion of your End Point Assessment from day 1.

SKILLS DEVELOPMENT MEETINGS AND 121 SUPPORT SESSIONS

These meetings will be held at least every 6 weeks, during which the progress you are making towards your programme will be reviewed. You will also have the opportunity to revisit your Scorecard in order to re-rate yourself against the competencies associated with your role in order to measure the progress you are making.

- Discussing how to address any learning difficulties in relation to tasks and assignments
- Identifying gaps in learning through revisiting, clarifying and reflecting on technical learning outcomes.
- Signposting additional resources and events to complement your studies.
- Providing coaching and mentoring support with the apprenticeship project
- Monitoring and advising on the End Point Assessment – is there anything that the learner needs to work on/develop for EPA and is there an understanding around the Gateway and End Point Assessment process.

If you need further study skills support, you can refer to Appendix B of this document, or complete the Study Skills online module here:

STUDY SKILLS DEVELOPMENT

GATEWAY TO END POINT ASSESSMENT

The decision as to when you are ready to move on to the Gateway to End Point Assessment will be unanimously made by you, your Employer (Line Manager) and your Skills Coach based on your progress. Your Gateway period will take place at the end of your on-programme learning period.

In order to pass through Gateway you will have already evidenced the following:

- Level 2 Functional Skills English and Level 2 Functional Skills Maths (or higher)
- Level 3 Award in Principles of Coding
- Level 3 Certificate in Marketing Principles
- At least one of:
 - Level 3 Certificate in Digital Marketing Business Principles
 - Google Analytics Individual Qualification
 - An applicable professional qualification in place of the above
- A completed summative portfolio and checklist (assessed during EPA)
- An employer reference (assessed during EPA)

THE END POINT ASSESSMENT (EPA)

The EPA takes place once you have entered your programme Gateway, and is your opportunity to showcase the excellent knowledge, skills and behaviours in action.

The EPA for your Level 3 Digital Marketer Apprenticeship consists of four assessment methods:

- A Summative Portfolio
- An Employer Reference
- A Synoptic Project
- An Interview

SUMMATIVE PORTFOLIO

Though your summative portfolio is a requirement of EPA, you will start thinking about this from the start of your learning journey. It will consist of a range of evidence (against the standard) and will be compiled by you, the Apprentice.

The most appropriate pieces of work to use will be identified through your discussion with your Skills Coach and Employer, taking into account your job role and your organisation's internal systems and processes.

A range of evidence within this portfolio will be required to demonstrate competence and authenticate the assessment. Examples could be written work or case studies, performance reports, your own reflective accounts, expert witness testimonies, or feedback from customers.

SYNOPTIC PROJECT

The synoptic project allows you to give clear evidence, through a business-related project, that you have the knowledge, skills, and behaviours defined in the standard. It is designed to assess apprentices in a consistent way, irrespective of your particular workplace or specific role in your organisation, so it will be based on a scenario which gives you a chance to display as much of your technical ability as possible.

There are different project options you and your Skills Coach will choose from, so you are tested in a more individualised way, ensuring that you have a strong body of evidence which shows you have met all of the standard.

Through your synoptic project, you will be able to prove you are able to define, design, build, and implement a digital campaign across a variety of online and social media platforms. You will be given a typical business task that someone in a digital marketing role would need to complete. The project will typically take around four days to complete and will be done away from the pressures of your day-to-day role.

EMPLOYER REFERENCE

A key milestone in your journey will be gaining clearly referenced feedback from your employer. They will set out their views on the quality of your work, in a template provided by BCS.

Through this, you will be able to review comments on exactly how your employer has seen you meet the expectations in the apprenticeship standard, and then build targets for your own professional development.

INTERVIEW

The interview is a structured discussion between you and an independent assessor, focusing on your summative portfolio and your synoptic project. Your assessor may refer to your employer reference if required. It covers both **what** you have done in terms of the standard of your work, **how** you have done it, and **who** you have done it with. This enables your EPA to include the full range of technical knowledge and competencies, as well as the underpinning skills, attitudes, and behaviours you should meet.

The purpose of the interview is to:

- Clarify any questions the independent assessor has from their assessment of your portfolio and project
- Explore any comments raised in your employer's reference
- Confirm and validate judgements about the quality of your work
- Explore aspects of your work in more detail, for example how it was carried out
- Give you an opportunity to provide further evidence, so the independent assessor can make a holistic decision about the apprenticeship grade to be awarded

APPENDIX A



This Appendix details the knowledge, skills and behaviours that you will need to display and evidence during your journey.

WHAT DO I NEED TO KNOW?

KNOWLEDGE CRITERIA	WHAT YOU WILL LEARN...	TO DO THIS, YOU WILL SHOW YOU CAN...
Understands the principles of coding	Understand and develop an appreciation of logic.	Understand the basics of logic in computation and of logic gates. <ul style="list-style-type: none">• And• Or• Not
	Become aware of programming languages and how they apply in building digital products.	Identify the key characteristics and applications of the following programming languages: <ul style="list-style-type: none">• Hypertext Markup Language (HTML)• JavaScript (JS)• Java
	Gain an understanding of code compatibility on different platforms.	Memorise the LAMP (Linux, Apache, MySQL, and PHP) and XAMPP stack. Describe the associated code compatibility with using alternative proprietary web stacks.
		Discuss how the following file formats that can be shared across multiple digital platforms and issues that arise around compatibility: <ul style="list-style-type: none">• PDF• HTML• Image (GIF, JPG, PNG)• Video; Mpeg• Audio; MP3
		Describe each stage required to generate or commission code. What considerations will be required to ensure code capability across multiple devices and the associated infrastructure limitations. <ul style="list-style-type: none">• Social media platforms feeds (called widgets) used on a new digital solution.• Creating and protecting feeds (using API keys) for use by other organisations.
	Understand the components involved to make the Web work.	Define the terminology for the following key internet protocols that enable the web to work: <ul style="list-style-type: none">• Hypertext Transfer Protocol (HTTP)• Hypertext Transfer Protocol Secure (HTTPS)• Transport Layer Security and Secure Sockets Layer (TLS / SSL)
		Discuss the purpose of the following: <ul style="list-style-type: none">• Web and application server• Hosting and serving• Relational database management systems• Content management systems
		Describe the purpose of a web client; browsers and applications.
		Describe how Search Engines operate in regard to the following: <ul style="list-style-type: none">• How mark-up languages render hyperlinks.• How the web crawler work.• Displaying of search results.• Factors that affect search engine optimization (SEO)
		Explain the differences between a static and dynamic website. <ul style="list-style-type: none">• Written in code• Written scripting language
		Describe how local (cookies) or session data storage is utilised to share information for standard digital features. <ul style="list-style-type: none">• forms• checkout• registration
		Identify the key roles of the following Web technologies governance groups. <ul style="list-style-type: none">• World Wide Web Consortium (W3C)• Internet Engineering Task Force (IETF)

KNOWLEDGE CRITERIA	WHAT YOU WILL LEARN...	TO DO THIS, YOU WILL SHOW YOU CAN...
Understands and can apply basic marketing principles	Explore and apply basic marketing principles as they apply to digital marketing.	Define components of the marketing mix: <ul style="list-style-type: none">• Product• Place• Price• Promotion• People• Process• Physical evidence
		Demonstrate an understanding of the digital marketing mix by applying it to a product or service.
		Explain each of the stages of the product lifecycle: <ul style="list-style-type: none">• Introduction• Growth• Maturity• Decline
Understands the role of customer relationship marketing	Explore the role of customer relationship marketing in digital marketing.	Define what is meant by 'relationship marketing'.
		Explain the benefits, limits, and constraints, of relationship marketing.
		Describe the process of creating a targeted digital marketing campaign taking into account: <ul style="list-style-type: none">• Market Research and Competitor SWOT Analysis• Smart Objectives and Goals• Audience Setting and Value Proposition• Channel Strategy• Implementation• Budgeting
		Identify the digital content that you would include in your digital marketing campaign: <ul style="list-style-type: none">• Pictures• Videos• Infographics• Presentations• Polls• e-books• Animations• Live streaming
Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly	Understand how to ensure that teams can work effectively to deliver digital marketing campaigns.	Define the roles and responsibilities in a digital marketing team: <ul style="list-style-type: none">• Marketing Manager• Campaign Manager• Technical Specialist<ul style="list-style-type: none">◦ SEO◦ Web Developer◦ Pay Per Click• Content Manager<ul style="list-style-type: none">◦ Copywriter◦ Designer• Social Media Manager<ul style="list-style-type: none">◦ Community• Data Analyst
		Identify ways in which you could influence the team in the planning of the campaign.
		Explain the importance of working cohesively and not in isolation.
Understands and can apply the customer lifecycle	Explore the customer lifecycle.	Explain the different stages of the customer lifecycle: <ul style="list-style-type: none">• Reach• Acquisition• Conversion• Retention• Loyalty
		Explain the importance to a business of new leads, existing customers and repeat customers: <ul style="list-style-type: none">• Business development• Lifetime value (LTV) / customer lifetime value (CLTV)• Customer retention• Key pinch points / moments of truth.

KNOWLEDGE CRITERIA	WHAT YOU WILL LEARN...	TO DO THIS, YOU WILL SHOW YOU CAN...
Understands the main components of Digital and Social Media Strategies	Explore customer engagement and market segmentation as they apply to digital marketing	Describe the different acquisition process for different channels of clients: <ul style="list-style-type: none">• Website• Email• Social media• Events• Print• Recommendation• Display• Pay Per Click• Natural search
		Explain how to generate engagement from different types of audiences / clients across different digital channels.
		Identify different audience types for a product / service and give recommendations for good and bad practice for communicating and engaging with each.
		Explain the key market segmentation strategies of: <ul style="list-style-type: none">• Geographic• Demographic• Behavioural• Psychographic
		Identify the differences between Business to Consumer (B2C) and Business to Business relationships (B2B)
	State the main components of digital and social media strategies and how they relate to business objectives.	Identify the key types of digital marketing strategies and how to align them to different audiences: <ul style="list-style-type: none">• Channel (online / offline)• Content• Target audience• Inbound (pull) / outbound (push) marketing.
		Describe how digital and social media strategies align to business objectives.
		Explain how to check that a brief has been met and why this is important to review against the expectations.
		Describe the importance of clearly defined dependencies within a digital marketing strategy.
		Explain the different functions within an organisation and how they affect digital and social media marketing: <ul style="list-style-type: none">• Sales• Distribution• Customer service / operations• Finance• Research and development (R&D)• IT• Marketing
	Explore how to implement digital and social media strategies and exploit real-time information.	Define real-time data and explain how and when to respond to positive and negative comments.
		Explain the role of blogs and articles in increasing website traffic: <ul style="list-style-type: none">• New content;• Web indexing;• Linking opportunities;• Increasing keywords.
		Demonstrate the alignment of products / services with social media communications.
		Define click-through-rate and explain the importance of measuring it.
		Explain how to manage and monitor the online reputation of a company.

KNOWLEDGE CRITERIA	WHAT YOU WILL LEARN...	TO DO THIS, YOU WILL SHOW YOU CAN...
Understands the principles of all of the following specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together	Learn the principles of the following specialist areas: search marketing, search engine optimisation (SEO) and Pay-Per-Click, email marketing, web analytics and metrics, mobile apps and understands how these can work together.	Summarise and explain how to schedule a series of social media posts: Facebook, Twitter, Instagram and LinkedIn
		Explain how to and why a new piece of content on a website is created.
		Understand the importance of relevant keywords and keyword-rich content for: <ul style="list-style-type: none">• Search marketing• SEO• Email marketing
		Explain why and how a Google AdWords campaign is created.
		Explain how to use the different types of tools and explain when it would be appropriate to use them. <ul style="list-style-type: none">• Analytics and scheduling tools• Email marketing tools• CRM tools• Search marketing tools• Mobile apps
		Describe the use of different types of Customer Relationship Management systems (CRMs). <ul style="list-style-type: none">• Analytical• Operational• Collaborative• Social
		Recognise common CRM features: <ul style="list-style-type: none">• Contact management• Customer support• Email marketing• Marketing automation
Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms	Learn and appreciate the similarities and differences, including positives and negatives, of all the major digital and social media platforms.	Summarise the positives and negatives of all major digital and social media platforms (Facebook, Twitter, Snapchat, Google+, Google Search, Instagram, LinkedIn, Pinterest, Flickr, YouTube, Vimeo, Spotify, SoundCloud, Apple Music, Blogger, Tumblr, WordPress, Reddit): <ul style="list-style-type: none">• Associated costs:<ul style="list-style-type: none">o Licenseso Subscriptionso Resourcing• Risks to users and platform owners:<ul style="list-style-type: none">o Customer datao Technology & Functionalityo Mobile technology to create and broadcast contento Popularity & Trendso User generated contento Access and editing permissions• What works for the brand's competitors:<ul style="list-style-type: none">o Analysing competitors' online marketing activity• Competition:<ul style="list-style-type: none">o Benchmarking, including in the context of social mediao Public or private benchmarking data• Audience:<ul style="list-style-type: none">o Difference in audience types for the different platformso Segmentation of audiences
		Identify and explain the key digital marketing channels that can be used across the major digital and social media based on culture and resource availability: <ul style="list-style-type: none">• SEO• Social Media• Content• Email• Natural Search• Website• Display• Pay Per Click
		Identify and explain the key strengths and weaknesses of all the major digital and social media platforms (Facebook, Twitter, Snapchat, Google+, Instagram, LinkedIn, Pinterest, Flickr, YouTube, Vimeo, Pandora, Spotify, SoundCloud, Apple Music, Blogger, Tumblr, WordPress, Reddit).

KNOWLEDGE CRITERIA	WHAT YOU WILL LEARN...	TO DO THIS, YOU WILL SHOW YOU CAN...
Understands and responds to the business environment and business issues related to digital marketing and customer needs	Learn how to respond to the business environment and business issues related to digital marketing and customer needs.	Summarise the characteristics of how a digital marketing team works in a business environment: <ul style="list-style-type: none">• Creative – producing content and branding.• Community management – moderation and publishing content.• Data analysis and reporting – analysing data, reporting.• Marketing Management – engaging with clients, agencies, colleagues and internal stakeholders.
		Summarise and explain how to plan valuable digital content based on the needs of the audience and their searching habits. <ul style="list-style-type: none">• Key words, search analytics• Segmentation, personalisation• Compelling and engaging content• Content Media
		Explain the characteristics of SEO and the best way to promote and link content. <ul style="list-style-type: none">• Quality and relevance;• Backlinks, link authority, link diversity;• Mobile optimisation;• Technical functionality, HTTPS, pop ups, headings.
		Recognise and explain how to find the latest developments in the industry and likely sources of information. <ul style="list-style-type: none">• Blogs;• Social media;• Finding and studying data-driven analysis.
		Summarise and explain “The Rules” of social media and the importance of listening to your marketplace, considering: <ul style="list-style-type: none">• Participation<ul style="list-style-type: none">o Etiquetteo Terms of Service / Terms of Useo Social network’s own brand guidelines• Connection<ul style="list-style-type: none">o Reach’ and impressionso Engagement through likes• Conversions<ul style="list-style-type: none">o Conversion tracking from social media ads• Community<ul style="list-style-type: none">o Moderation policy
Understands and follows digital etiquette	Learn effective communication styles dependent on audience profile and the characteristics of different digital channels, taking into account the importance of brand, relationship building and commercial impact.	Explain the use of effective communication (tone of voice, optimisation of content and understanding audiences) using digital channels. <ul style="list-style-type: none">• Email• Pay-per-click• SEO• Social• Mobile
		Explain the different styles of content communication: <ul style="list-style-type: none">• Norms and manners for each technology.• Different types of audience taking into account customers’ tone and culture.• Acknowledgement of Copyright. Understand the differences in the use of hash tags: <ul style="list-style-type: none">• What you can and can't do.• Understand various uses of a hashtag:<ul style="list-style-type: none">o Categorising content;o Filtering content;o Increasing visibility of content;o Branding content;o Measuring visibility of content.
		Summarise and explain the importance of brand and the damage that can be done by inconsistent application.
		Recognise and explain how social selling can contribute to the sales process. <ul style="list-style-type: none">• Brand awareness• Selling through social media• Building relationships• Conversations

KNOWLEDGE CRITERIA	WHAT YOU WILL LEARN...	TO DO THIS, YOU WILL SHOW YOU CAN...
Understands how digital platforms integrate into the working environment	Learn the distinction between the different digital platforms and how competitors and customers utilise them.	Distinguish the different digital platforms in the context of their use in the working environment. <ul style="list-style-type: none">• Facebook, Snapchat, Google+, LinkedIn• Twitter, Blogger, Tumblr, WordPress, Reddit• Instagram, Pinterest, Flickr• YouTube, Vimeo• Pandora, Spotify, SoundCloud, Apple Music
		Explain the use of the digital platforms above by competitors and customers.
		Learn the importance of information security and the features of organisational policies
Understands and follows the required security levels necessary to protect data across digital and social media platforms	Learn the importance of information security and the features of organisational policies and procedures implemented to mitigate the risks from likely sources of threats, taking into account the main provisions of the Data Protection Act and Intellectual Property.	Explain why information security and its management are important for a digital service organisation.
		Recognise sources of threat and risk to digital information and the potential impact. <ul style="list-style-type: none">• Technical or non-technical:<ul style="list-style-type: none">o Technical - WIFI eavesdropping, weak security architecture, malware (malicious software).o Non-technical - poor password management, phishing emails.• Internal and external to an organisation:<ul style="list-style-type: none">o Internal - improper document destruction, social engineering, physical security weaknesses, poor information management.o External – environment.
		Explain the key features of an organisation’s information security policy and their impact on ways of working.
		Summarise the importance of following organisational policies and procedures relating to information security.
		Explain the main provisions of the Data Protection Act, Copyright and Intellectual Property and predict the consequences of data misuse. <ul style="list-style-type: none">• Intellectual Property Rights (IPR):<ul style="list-style-type: none">o Restrictions on distribution of digital mediao Reproduction of bookso Use of materials or goodso Copyright, trademarks and patents• Eight principles of the Data Protection Act (DPA)• Consequences of the breaches of the DPA
		Understand the precautions that should be taken when dealing with e-mails, attachments, and other internal and external documents. Understand the precautions that should be taken when printing, transporting, or destroying information in different categories: <ul style="list-style-type: none">• Physical security• Data security• Training
		Explain how to identify and escalate potential security incidents in a timely manner.
		Summarise procedures for access and identity management and demonstrate their use in managing own passwords in relation to password policy. <ul style="list-style-type: none">• Recognise and understand the characteristics of strong and weak passwords Strong Passwords: <ul style="list-style-type: none">o Use of a combination of numbers, symbols, upper and lower-case letters Weak Passwords: <ul style="list-style-type: none">o Letter or number sequenceso Keyboard sequenceso Information about the user that is familiar to otherso Common password wordso Dictionary words

WHAT DO I NEED TO DO?

SKILLS CRITERIA	WHAT YOU WILL DO...	TO DO THIS, YOU WILL EVIDENCE YOU CAN...
Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication.	Demonstrate communicating across 3 different platforms to 3 different types of audience or Customer segments, one of these should be a form of Internal communication.	Contribute to the preparations of marketing materials such as brochures, advertising copy, mail-shots web pages, multi-media webcasts and articles for publication.
Research: analyses and contributes information on the digital environment to inform short- and long-term digital communications strategies and campaigns.	Take and interpret a given topic (for both long- and short-term strategies) and make a recommendation and report on the summary of findings for each strategy.	Use internet and web material such as customer and competitor sites to gather market data, assists in market research in areas such as market needs and trends, customer satisfaction, sales performance, competition analysis and technology developments (secondary research). Maintain records of marketing information such as company name, capabilities, product names and descriptions, company size, growth, market share, clients and prospects. Also, published market predictions, sources, trends and market sizes (primary research).
Technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives.	Demonstrate the use of 3 digital technology tools over 3 differing platforms or user interfaces to meet the objectives.	Follow agreed procedures, provides advice to users on systems, products and services which are available to them.
Data: reviews, monitors and analyses online activity and provides recommendations and insights to others.	Demonstrate the awareness of 2 different tools to review, monitor and analyse online activity. The apprentice should be able to demonstrate how they have recommended and defined customer's trends and uses.	Carry out simple analysis of market data and produces reports.
Customer service: responds efficiently to enquiries using online and social media platforms.	Demonstrate professionally responding to three different types of enquires over both social media and online platforms.	Work with technical and non-technical customer representatives, at a working level, to determine needs and identify marketing and sales opportunities.
Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms.	Apply 3 different techniques to problem solving and analysis over a variety of digital platforms.	Respond to service requests for support by providing information to fulfil requests or enable resolution. Applies client services standards to resolve or escalate clients' service problems within a specified area of responsibility. Assist users in a professional manner following agreed procedures for further help or escalation of request. Maintains accurate records of user requests, contact details and outcome. Provides feedback to users.
Analysis: understands and creates basic analytical dashboards using appropriate digital tools.	The apprentice must be able to analyse data and create reports by selecting 3 appropriate tools.	Applies appropriate analysis methods and interprets the results.
Implementation: builds and implements digital campaigns across a variety of digital media platforms.	The apprentice must be able to build and implement campaigns across at least 3 different digital media, including social media, platforms.	Participates in the organisation and staging of marketing events such as seminars, exhibitions, presentations and product launches.

WHAT DO I NEED TO SHOW?

APPRENTICE BEHAVIOURS	WHAT YOU WILL SHOW...
Apprentices can demonstrate the full range of skills, knowledge and behaviours required to fulfil their job role.	<ul style="list-style-type: none">• Knows what skills, knowledge and behaviours are needed to do the job well.• Are aware of their own strengths in the job role, and any areas for improvement.• Appreciate who else is important, for them to do their job and fulfil the role effectively (e.g. colleagues, managers, other stakeholders).• Are aware of potential risks in the job role (e.g. security, privacy, regulatory).• Use personal attributes effectively in the role.• Understand how the job fits into the organisation as a whole.
Apprentices can demonstrate how they contribute to the wider business objectives and show an understanding of the wider business environments.	<ul style="list-style-type: none">• Understands the goals, vision and values of the organisation.• Aware of the commercial objectives of the tasks/ projects they are working on.• Understands the importance of meeting or exceeding customers' requirements and expectations.• Is in tune with the organisation's culture.
Apprentices can manage relationships with work colleagues, including those in more senior roles, customers / clients and other stakeholders, internal or external, and as appropriate to their roles, so as to gain their confidence, keep them involved and maintain their support for the task / project in hand. Apprentices can establish and maintain productive working relationships, and can use a range of different techniques for doing so.	<p>Managing relationships:</p> <ul style="list-style-type: none">• Understands the value and importance of good relationships• Acknowledges other people's accomplishments and strengths• Understands how to deal with conflict• Promotes teamwork by encouraging others to participate <p>Customer/client relationships:</p> <ul style="list-style-type: none">• Understands their requirements, including constraints and limiting factors• Sets reasonable expectations• Understands how to communicate with them• Interacts positively with them• Provides a complete answer in response to queries ('transparency', 'full disclosure') <p>Stakeholders:</p> <ul style="list-style-type: none">• Understands who they are and what their 'stake' is• Prioritises stakeholders in terms of their importance, power to affect the task and interest in it• Agrees objectives
Apprentices can communicate effectively with a range of people at work, one-to-one and in groups, in different situations and using a variety of methods. Apprentices can demonstrate various methods of communication, with an understanding of the strengths, weaknesses and limitations of these, the factors that may disrupt it, and the importance of checking other people's understanding.	<p>Intention/purpose:</p> <ul style="list-style-type: none">• Understands the purpose of communicating in a particular situation or circumstance (e.g. inform, instruct, suggest, discuss, negotiate etc.)• Checks that the person/people with whom one is communicating also understand the purpose• Is sensitive to the dynamics of the situation• Is aware of anything that might disrupt the effectiveness of the communication (e.g. status, past history) <p>Method:</p> <ul style="list-style-type: none">• Understands the most appropriate method for the situation• Aware of the limitations of the chosen method, and the possible risks of miscommunication (e.g. ambiguity)• Takes account of the affective dimensions of the method (e.g. body language, tone of voice, eye contact, facial expression etc.) <p>Execution:</p> <ul style="list-style-type: none">• Expresses self clearly and succinctly, but not over-simplifying• Checks that the other person/people understand what is being expressed• Takes account of the potential barriers to understanding (e.g. filtering, selective perception, information overload)• Modifies the purpose and methods of communication during a situation in response to cues from the other person/people



REFERENCING HELP

