The primary role of a **digital marketer** is to design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention.

A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions.

DIGITAL MARKETING

APPRENTICESHIP STANDARD LEVEL 3

18-MONTH COURSE COVERING:

- Principles of coding
- Basic marketing principles
- Role of customer relationship marketing
- How teams work effectively to deliver digital marketing campaigns
- Digital and Social Media Strategies
- Principles of the following specialist areas and how these can work together:
  - search marketing
  - search engine optimisation
  - email marketing
  - web analytics and metrics
  - mobile apps and Pay-Per-Click
- Similarities and differences, including positives and negatives, of all the major digital and social media platforms
- Business environment and business issues related to digital marketing and customer needs

T 0117 9105 756   **M** 07717 376008
E Recruitment@nextleveltraining.uk.com
W www.nextleveltraining.uk.com

NEXT LEVEL
Apprenticeships | Skills | Training

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DIGITAL MARKETING
WORKSHOPS

PRINCIPLES OF ONLINE & OFFLINE MARKETING

Theory	■ The Marketing Mix (4Ps) ■ The extended Service Marketing Mix (7Ps) ■ The Promotional Mix ■ Getting the mix right
Collaboration	■ Collaboration ■ Influencing others
Customer Lifecycle	■ The Customer Lifecycle ■ Marketing Channels
CRM	■ Marketing campaigns ■ Customer Relationship Marketing (CRM)
Strategy	■ Legal, regulatory & ethical requirements ■ Risk management Frameworks ■ Measuring outcomes of campaigns

DIGITAL MARKETING BUSINESS PRINCIPLES

Platforms Part 1	■ Search engine marketing & search engine optimisation ■ Content creation, tools & posting
Platforms Part 2	■ Pay Per Click (PPC) campaigns ■ Digital & Social media platforms
Business	■ Collaboration ■ Maintaining CPDs
Etiquette Part 1	■ Communicating effectively using digital channels ■ Building relationships
Etiquette Part 2	■ Branding ■ Hashtags
Data	■ Protecting data in digital & social media

PRINCIPLES OF CODING

Principles Part 1	■ Application of logic in coding
Principles Part 2	■ Common languages
Principles Part 3	■ Compatibility issues with code
Etiquette Part 1	■ Compatibility issues with code
Web Part 1	■ Hardware & Software ■ Protocols
Web Part 2	■ Web technologies ■ Search engines

END POINT ASSESSMENT

The Digital Marketing Level 3 End Point Assessment will include the following types of assessment:

■ **Project Presentation**
■ **Portfolio based summary**
■ **Interview and Employer Reference**

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