UPSKILL YOUR WORKFORCE

DIGITAL PROMOTION FOR BUSINESS

Digital marketing has changed the way of communication between a company and their customers. With these developments businesses have to take huge steps to keep up with these changes, the new opportunities and the new way of promoting in a digital horizon

The course will help you to develop your understanding of how to best promote a business digitally and how to use different online techniques to attract customers and increase brand visibility and sales. The course has been designed alongside industry professionals to ensure the content is relevant, up to date and practice. It is ideal for individuals wanting to improve digital promotion in a real business.

Things to note:

- This is an online course completed via The course consists of 2 days delivery online (2 x 4 hours) followed with online support from a dedicated tutor.
- Course can be tailored to meet the needs of beginners and experienced marketers.
- Face-to-face training can be arranged on employer's site for groups of 5+ individuals
- As a result of completing the course, you will receive an NCFE Level 2 Award in Digital Promotion for Business.
- To enrol on this course for free, you must be an employer or employee of a business located within the Tees Valley area

What you will learn

- Digital promotion for business
- Understanding Search Engine Optimisation
- Coordinating the use of Digital Media
- *Depending on requirements the third unit can be changed to Email Marketing or Google Analytics.

I am 19+ at the beginning of the academic year

I have lived in the UK for at least 3 years

FREE COURSE
FACE TO FACE OR ONLINE

DON'T DELAY, ENROL TODAY!

Call us on 01429 363160

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