



SKILLS BOOTCAMP IN DIGITAL MARKETING

We Are Digital is providing FREE Skills Bootcamps in Digital Marketing courses within the **North West, West Midlands and London.**

How long does the Skills Bootcamp in Digital Marketing course run for?

The course runs for 12 weeks, 4 days per week and 3 hours per day. You can choose to attend sessions in the morning, afternoon or evening.

Can learners choose when to begin their study?

Yes, learners have an option to choose from a list of preselected course dates, this will be on a first come basis.

Is there an option for flexible learning?

Course study sessions take place 4 days a week and learners have the option to commit to the morning, afternoon or evening training sessions.

What happens when a learner doesn't get the option to be enrolled onto their desired date selection?

If learner doesn't get their selected course dates (either due to them not being able to commit to the dates and timings or not completing the application form on time), the We Are Digital team will be in touch with the next available course date that matches their preference.

What regions of the country is the Skills Bootcamp in Digital Marketing being delivered to?

Northwest of England, West Midlands and London.

How is the course delivered?

The course is delivered remotely, so learners can study while in the comfort of their own home.

What are the eligibility criteria for the Skills Bootcamp in Digital Marketing course?

There are different eligibility criteria, so if a learner fits into one of these they will be able to apply for a place on the course:

- Aged 19+
- If you're self employed
- If you're working part time
- Unemployed individuals (ideally for less than 12 months)

How much does it cost the learner to be enrolled onto the course?

No cost! The course is completely free, it is funded by the Department for Education.

Can learners apply to the Skills Bootcamp in Digital Marketing if they are on Kickstarter scheme or other government funded programmes?

If a learner is currently on a Kickstart or other Government funded programme then they would not be able to enrol for the Skills Bootcamp in Digital Marketing. However, if they felt that the Kickstart programme wasn't right for them, and would prefer the Skills Bootcamp in Digital Marketing, then they would need to leave the current scheme and enrol into the Skills Bootcamp.

Is there any certification the learner receives upon completion of the course?

Learners will have the option to undertake accredited certificates from the following organisations: Google, Facebook, Twitter & HubSpot.

Is there a website where we can refer to direct learners to find out more information and to apply?

Yes, learners can visit the designated course site to read more about the course and how to apply. [Click here](#) to visit the site.

Where can learners get in touch to speak to someone directly, if they have any questions?

They can send an email to the following address - digitalskills@we-are-digital.co.uk and someone will call them back within x hours during office hours Monday to Friday

Where can the learner make their application to be enrolled onto the course?

Applications can be made by filling in the form, [click here](#) to access the form.

How long does the application take?

On average the application takes no longer than 5mins

Is there any information the learner should have at hand before they make their application?

Yes, have your NI number at hand and preferred contact details.

If a learner is unable to provide their NI number but can prove other means for being in the UK, is that acceptable or is NI number mandatory?

The NI number is mandatory, however if proof 'to be and work' in the UK can be provided then the individual can be onboarded on the course. The individual must then find their NI number and provide this during the course. [Click here to find out ways in which you can locate your NI number.](#)

What modules will the learners learn?

Below are the following modules the learners will learn:

- Market Research
- Social Media
- SEO
- Paid Search
- Analytics
- Tools
- Conversion Optimisation
- Competitor Analysis
- Content Marketing
- Other Channels
- Display and Media
- Trends
- Strategy

What happens after learners finish the course, are there any progression routes?

Yes, learners will have an option of which career paths to take they can either:

- Get a job as a digital marketer, on completion learners will be guaranteed an interview
- Start a level 3 apprenticeship
- Start a new self-employed project as they will be equipped with the knowledge to do so



Email us on
digitalskills@we-are-digital.co.uk