

Skills Bootcamp in Digital Marketing

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Skills Bootcamps are flexible courses of up to 16 weeks, giving people the opportunity to build up sector-specific skills and fast-track to an interview with a local employer. Unemployed candidates will be offered a **guaranteed interview** with an employer for a live job.



Why Digital Marketing:

There's no getting around the fact that the demand for Digital Marketers outweighs the supply, there are plenty of opportunities out there for those looking to get into the field. Digital Marketing allows companies to reach an enormous audience in a way that is both cost-effective and measurable.

Benefits of Digital Marketing to businesses include:

- The ability to interact with your customers and learn exactly what they are looking for
- The ability to reach a global marketplace
- Its cost effective, as it allows businesses to reach more customers for less money
- Get to know your audience personally, which will help to create brand loyalty
- Businesses can track responses to marketing efforts immediately through data analysis

Why train with LEAD?

Quality drives all of LEAD's study programmes, with the student at the heart of what we do. Our training includes **Employability skills development** for progression.

In addition, if you are unemployed, you will be offered a **guaranteed interview** with an employer.

Delivery Method:

- 10 weeks (full time is Mon to Wed , or part-time in evenings)
- On-line - delivered by live tutor facilitated sessions

Get in Touch:

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Eligibility Criteria:

- Aged 19+
- Unemployed, Employed, and Self employed
- Sandwell, Walsall, Wolverhampton