

## Certificate in Level 2 Digital Marketing

LEAD is excited to offer you **Digital Marketing training**. Digital marketing skills are in serious demand and the digital skills gap is set to widen, the job market is booming, and brands are putting more of a focus on digital marketing than ever before.



## Why Digital Marketing?

You've heard the hype - digital marketing skills are in huge demand and the digital skills gap is set to increase, the job market is booming and companies are putting more focus on digital marketing than ever before! Digital marketing also known as Online Marketing and is the promotion of Brands, Products and Services to connect more efficiently with customers.

### **This Digital Marketing course includes:**

- Digital Marketing Strategies
- SEO (Search Engine Optimisation)
- Social Media Posting and Advertising
- Pay Per Click and Mobile Apps

## Why train with LEAD?

Quality drives all of LEAD's study programmes, with the student at the heart of what we do. Our training is delivered by industry specialists, who have many years of experience of **supporting people into employment** and helping businesses to grow.

## Delivery Method:

- 6 days with support (10am-3pm, courses delivered every 2 weeks)
- On-line - delivered by live tutor facilitated sessions

## Get in Touch:

07851870816

[Admin@lead-ahead.co.uk](mailto:Admin@lead-ahead.co.uk)

[www.lead-ahead.co.uk](http://www.lead-ahead.co.uk)

## Eligibility Criteria:

- Aged 19+
- Unemployed, Employed or Self employed (on Benefits)
- West Midlands based