

Need to improve your digital marketing skills for business or professional use?

We have [just the right course](#) you.



Which is the right course for you?



The future of marketing is digital!

Social and digital marketing is set to be the future of marketing. Businesses need to adopt **digital marketing** methods to appeal to the increased number of consumers looking to the Internet for content. 89% of the total UK population are internet users, spending half their time on social media. Businesses are increasing looking for help to promote their products and services online.

Move into a new social media or digital marketing role within your business, join a digital marketing agency or set up your own business to manage social media and digital marketing for others.

Concise Training has a range of **distance courses** to support your social and digital marketing **learning** depending on your starting point and the role you wish to move into.

Stand out from the crowd with a social or digital marketing qualification.

Social Media Complete Training Package

This is a complete package of learning comprising 10 of our most popular e-learning courses. It is aimed at individuals who want to know how to use each of the social media channels for business but do not need to obtain an accredited qualification. It can be started when you are ready and gives you access to all the modules for 12 months. Certifications of completion are available on request. Full support is included.

Social Media Certificate (ITQ)

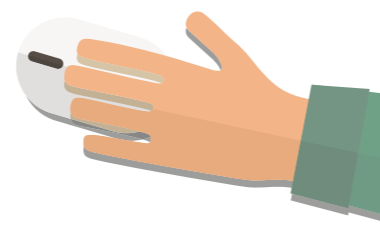
Learn to use a range of social media channels in a structured way. You will learn using our 15 high quality, interactive e-learning courses. You will be asked to complete 19 tasks to show evidence of practical use of the channels. Individual feedback is given on each task to enhance your learning. Once all tasks are complete, you will achieve the City & Guilds ITQ Social Media Certificate. This is a highly practical qualification aimed at individuals who are new to the use of social media. It is suitable for individuals using social media for business as well as those using it for their own professional brand. Full support is included.

Diploma in Social Media for Business

Take your use of social media to the next level, with our City & Guilds Diploma in Social Media for Business. This qualification is aimed at those who use a range of social media channels but want to learn about the application of social media in a marketing environment. The delivery is 12 webinars and 13 e-learning courses over 12 months with start dates in February, May and October. Assessed via a portfolio of evidence with task designed to capture practical skills and understanding of social media within a business. Individual, personalised feedback is given on each assignment. Full support is included.

Diploma in Digital Marketing

These days, it is important to understand digital marketing as a whole. This course covers the full spectrum of digital marketing from social media, websites, e-mail newsletters and content marketing within a marketing environment. The course provides comprehensive cover of digital marketing techniques including creating a digital marketing strategy (with customer audit) and marketing plan, designing and creating an optimised WordPress website, using e-mail newsletters and creating a range of digital content including videos, e-books, infographics, images, blogs, status updates as well as digital advertising and lead generation. The course is taught over 18 months, using 18 webinars and 15 e-learning courses with start dates in March and September. It is assessed using a portfolio of evidence designed to capture practical creation of content, websites, etc. as well as establishing a sound knowledge base. Individual, personalised feedback is given on each assignment to ensure full understanding and practical use in a business environment. Full support is included.



Course details	Social Media Complete Training Package	Social Media Certificate (ITQ)	Diploma in Social Media for Business	Diploma in Digital Marketing
City & Guilds accredited qualification		✓	✓	✓
Learning topics				
Twitter	✓	✓	✓	✓
Facebook	✓	✓	✓	✓
LinkedIn	✓	✓	✓	✓
Google+	✓	✓	✓	✓
Social media strategy	✓	✓	✓	✓
Use of HootSuite	✓	✓	✓	✓
Search Engine Optimisation	✓	✓	✓	✓
Wordpress for websites	✓	✓		✓
Pinterest		✓	✓	
Video	✓	✓	✓	✓
Images	✓	✓	✓	✓
Blogging	✓	✓	✓	✓
Google analytics	✓	✓	✓	✓
Principles of marketing			✓	✓
Competitor analysis				✓
Marketing strategy				✓
Digital advertising			✓	✓
Mobile marketing			✓	✓
Legal considerations			✓	✓
Measurement		✓	✓	✓
E-mail marketing				✓
Develop own professionalism				✓
Content marketing			✓	✓
Writing digital copy				✓
Understanding fundamentals of business				✓
Practicalities				
Course length	12 months	12 months	12 months	18 months
Cost (exc. VAT)	£829.80	£1049	£1875	£3600
Monthly payment plan available	✓	✓	✓	✓
Copy of Social Media Made Simple			✓	✓
Regularly updated learning materials	✓	✓	✓	✓
Portfolio assessment		✓	✓	✓
E-Learning courses (video, audio, text & useful links)	✓	✓	✓	✓
Live input (webinars)			✓	✓
Distance support and mentoring	✓	✓	✓	✓
Start any time	✓	✓		
Fixed starting date			✓	✓



Why Concise Training?

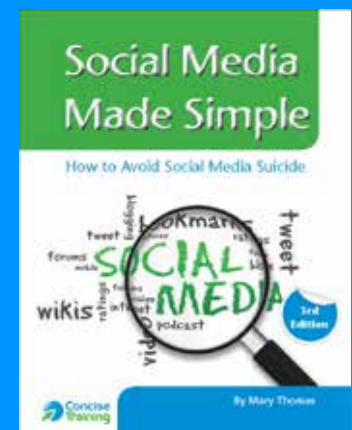
- We created the Social Media Certificate (ITQ) in 2012, the first accredited social media qualification.
- We worked with City & Guilds to create the units and criteria for the Diploma in Social Media for Business.
- We work with a number of training providers (Abingdon & Witney College, SR Education, Isle of Wight College) to provide the technical certificate for the Social and Digital marketing apprenticeship courses.
- Our individual E-Learning courses are licenced by Pitman Training Group and Baltic Training.
- MD, Mary Thomas has worked with businesses of all sizes to help them create and implement a social and digital marketing strategy.
- We pride ourselves on the quality of our up to date e-learning materials and the personalised, individual feedback and support we offer.
- Learn while you earn and apply what you are learning immediately.



ELCAS Funding available.

More from Concise Training:

- Public workshops
- Bespoke face to face training
- E-Learning
- City & Guilds distance learning qualifications
- Social Media Apprenticeships
- Books



'Social Media Made Simple' can be used as a resource for both the City & Guilds ITQ Social Media Level 3 qualification and the City & Guilds Level 3 Social Media diploma.

Buy Social Media Made Simple

£15.99 Now £10.00



Signup for your course:

Visit www.concisetraining.net

or call 01865 522658

