

# Digital Marketing

## SCQF Level 6

In today's marketplace businesses who embrace digital marketing gain competitive edge. A strong online presence builds brand loyalty, customer retention, and sustained growth.

That is why more and more employers choose to either upskill existing employees or hire a digital marketing apprentice. The QA programme combines virtual classroom training and on the job experience to transform your apprentice or your employee into a skilled digital marketing professional.

### What's learned: 10-12-month duration

#### A comprehensive overview of all things marketing

- Deploying email marketing campaigns
- Leveraging social media
- Creating online display advertising
- Understanding online search marketing
- Briefing in a content marketing campaign

#### An understanding of technology

- Analysing digital marketing campaigns
- Understanding how the metrics of digital marketing are generated
- Learning how to use tracking tools
- The role of keywords in paid search campaigns
- Marketing on mobile devices

#### Marketing strategies and customer behaviours

- The importance of defining market segments
- The difference between customer classification and market segments
- Customer buying behaviours and motivators
- Cultural factors likely to affect customer perceptions
- How to identify opportunities and threats in new markets

## The Programme Advantage

**Broad Skill Development:** Apprentices gain a wide range of skills relevant to their job roles. Whether it's office tools, finance systems, or web systems, they become proficient in various digital applications.

**Practical Experience:** Learners get hands-on experience setting up software and systems and providing ongoing support.

**Industry Relevance:** Apprenticeships focus on industry-specific needs, ensuring learners acquire knowledge directly applicable to their work environment.

## What It Brings to Your Business

**Content Creation:** Writing blog posts, designing graphics, and producing videos.

**Data Analysis:** Interpreting data from marketing campaigns to make informed decisions.

**Market Research:** Understanding market trends and customer behaviour.

## Our Pledge to Your Success

**Quality Assurance:** We ensure your learners receive the finest training, relevant to the demands of today's business world.

**Ongoing Support:** Our commitment extends beyond training; we provide a robust support system for both the learner and the employer throughout the qualification journey.

**Customisable Programmes:** We recognise the uniqueness of your business needs and offer flexible training structures to align with your goals.

"I embraced the idea of integrating apprentices into the E-Commerce team. Apprenticeships not only provide a structured learning environment for individuals to gain practical skills but also bring fresh perspectives and innovative ideas to the team."

Lawrie Fraser, Marketing Manager, Yard Direct

## Take the first step today

Contact us to discover how Digital Marketing apprenticeships can support your business

0141 226 1335

[employanapprentice@qa.com](mailto:employanapprentice@qa.com)

