

ACCELERATE

CHESHIRE AND WARRINGTON

Digital Marketing Training

Below you will find courses about digital marketing from some of our fantastic training providers.

Funding options available:

- If you work live or work in Cheshire and Warrington for a business with less than 50 employees you can access any of the courses below and they will be fully funded by Accelerate and the Cheshire and Warrington Local Enterprise Partnership.
- If you live or work in Cheshire and Warrington for a business with over 50 employees, 40% of the cost of the courses below will be covered by Accelerate.

If you are interested in any of the below courses and would like to find out more, please get in touch by emailing – acceleratecandw@chester.ac.uk

Professional Diploma in Digital Marketing (Level 6)

The aim of this course to is to enable employees to develop a digital strategy.

Topics covered in this course –

- Writing & blogging
- Developing web content
- GDPR legislation
- Digital customer experience
- CIM assessment

Skills provider - Dimensions Training Solutions

Awarding body - IDM

Course length - 60 hours

Delivery method - online and assessment

Target group - Managers & Professionals in Digital Marketing

Professional Diploma in Digital Marketing - Diploma in Digital Marketing (Level 6)

Topics covered in this course –

- Digital optimisation
- Online advertising
- Email marketing
- Viral marketing
- Online PR
- Dip DigM

Skills provider - Dimensions Training Solutions

Awarding body - CMI

Course length - 60 hours

Delivery method - online and assessment

Target group - Managers & Professionals in Digital Marketing

CIM Marketing Principles (Level 3)

The aim of this covered is to understand how to develop digital communication campaigns. Employees will receive a CIM Award in Marketing Principles. This course can be a standalone unit or part of foundation.

Topics covered in this course -

- Marketing principles
- Customer communications
- Digital essentials
- Digital marketing tools

Skills provider - Dimensions Training Solutions

CIM Award in Marketing Principles. Can be a standalone unit or part of Foundation

Awarding body – CMI

Course length - 3-6 months

Delivery method - online and assessment

Target group - Professionals requiring accreditation or working in Digital Marketing

CIM Digital Fundamentals (Level 3)

This course covers the fundamentals of digital marketing and the tools required. Employees will receive the CIM Award in Digital Fundamentals. This can be delivered as a standalone unit or part of foundation certificate.

Skills provider - Dimensions Training Solutions

Awarding body – CMI

Course length - 3-6 months

Delivery method - online and assessment

Target group - Professionals requiring accreditation or working in Digital Marketing

CIM Foundation Certificate in Professional Digital Marketing (CIM Foundation Certificate- Level 3)

This course covers digital fundamentals and marketing principle across two units.

Skills provider - Dimensions Training Solutions

Awarding body - CMI

Course Length - 6-12 months

Delivery method - online and assessment

Target group - Professionals requiring accreditation or working in Digital Marketing

Website Design Optimisation

This course will give a good understanding of how users interact with your website, how to identify errors, optimise your content for search engines and the key design principles you need to follow.

Topics covered in this course –

- Principles of website design
- Effective website design using colours, imagery, and typography
- Website accessibility
- Optimal speed technique
- Use of analytic tools to measure performance

Skills provider - Up +thrive - Non-Accredited

Course length: Half-day course

Delivery method: Online

Who is this course for: Business owners, admin / support staff and marketing assistants

Level: Foundation course for beginners who are keen to understand the basic principles of website design

It is advised this course is taken in conjunction with SEO optimisation as the courses complement each other and can help you build a better picture of how your website and its SEO can support your business.

Search Engine Optimisation

This course will teach employees how to describe how search engines work, on and off page optimisation, and how to keyword research and analyse competitor websites.

Topics covered in this course –

- An introduction to SEO and key terminology
- Search behaviour of users and how understand the importance of keywords
- How to generate ideas for content
- A technical overview of SEO
- On-page and off-page SEO techniques
- SEO research and optimisation tools

Skills provider - Up+thrive - Non-Accredited

Course length: Half-day course

Delivery method: Online

Who is this course for: Business owners, admin / support staff and marketing assistants

Level: Foundation course for beginners who are keen to understand the basic principles of SEO

It is advised this course is taken in conjunction with Website Design as the courses complement each other and can help you build a better picture of how your website and its SEO can support your business.

How to Create a Social Media Strategy

Topics covered in this course –

- The key aspects of social media & concepts
- Social media analytics. Misconceptions of social media
- How to target campaigns & ensure they are relevant & effective

Skills provider - Warrington & Vale Royal College

Awarding body - Non-Accredited

Course length - 2 hours a week for 6 weeks

Delivery method - Online

Target group - General overview & professionals who wish to grow business

Responsible Marketing-Data Protection & Privacy

Topics covered in this course -

- Key data protection & GDPR legislation
- Privacy notices
- Understand how data is used & responsibilities associated.

Skills provider - Dimensions Training Solutions

Awarding body - Non-Accredited

Course length - 1 day

Delivery method - Online

Target group - General overview & professionals who wish to grow business

Grow Your Business Using LinkedIn

Topics covered in this course -

- Social media networking
- Using targeted dissemination
- How to market a business using social media
- How to target campaigns & ensure they are relevant & effective.

Skills provider - Warrington & Vale Royal College

Awarding body - Non-Accredited

Course length - 2 hours a week for 6 weeks

Delivery method - Online

Target group - General overview & professionals who wish to grow business



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