



CITY AND ISLINGTON
COLLEGE

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Westminster
Kingsway College

The College of
Haringey, Enfield
and North East London



Capital
City
College
Training



Mastering Digital Marketing: Strategies for Career Growth (Digital Skills Academy)

During this taster session, you will gain an understanding of the fundamental concepts and principles that underpin successful digital marketing strategies. You will learn how to optimise websites to rank higher in search engine results and attract organic traffic.

You will explore strategies for leveraging social media platforms to engage audiences, build brand awareness, and drive conversions while also discovering how to create compelling content that resonates with your target audience and drives engagement and conversions.

This taster will also help you to develop your strategic thinking skills and learn how to create comprehensive digital marketing plans tailored to achieve business objectives.

WHAT WILL I STUDY?

Key Topics:

- Introduction to Digital Marketing
- Search Engine Optimisation (SEO)
- Social Media Marketing
- Content Marketing
- Digital Marketing Strategy

WHAT WILL I NEED?

You will need to be eligible to study in the UK. Upon enrolment, you will be asked to upload residency and income documents for college funding purposes.

WHAT CAN I DO AFTER?

Start Date: 31 July 2024

Day: Wednesday

Time: 14:00 - 17:00

Duration: 1 day

Venue: Online



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You may progress on to further studies or a career in the Marketing industry.

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