



# Students' Event

# Welcome

# Apprenticeship Opportunity *in*

## Digital Marketing and Sales

*funded by*  
**European Social Fund**

# Introduction

- **KBM Consultants** are experts in preparing the candidates in **Digital Marketing & Sales apprenticeships**.
- Our strong links with the top employers make it easier for us to place our candidates into apprenticeship straight after the training.
- In 2019 we successfully placed 972 candidates in various jobs.
- *You could be the next one.*

# What is an Apprenticeship

An **apprenticeship** is a program that trains a worker to become skilled in a particular trade.

**Apprenticeships** combine hands-on **work** with classroom learning to train the apprentice.

**Apprenticeships** are considered full-time employment.

As the apprentice is learning, they are also applying the lessons through **working**.

# Some Popular Apprenticeship Sectors

- Marketing & Sales
- Business Administration
- Accounting
- ICT
- Media & Communications
- Hospitality
- Health & Social Care
- Construction
- And many more ...

# Our Digital Skills Training Portfolio

**In our portfolio we have the following achievements:**

- ✓ **1000+** learners trained with **Erasmus+** funding for **Digital Inclusion** Training Programs
- ✓ **1500+** learners trained with **Facebook** funding for **Digital Skills** Training Program
- ✓ **100+** learners trained with **PSDF** funding for **Skills for Jobs** Training Program
- ✓ **250+** learners being trained with **BT** funding for **Skills for Tomorrow** Training Program
- ✓ **125+** learners being trained with **Google** funding for **Make it Click** Training Program

# Course Details

- **Course:** Digital Marketing and Sales with Preparation for Work
- **Level:** 2
- **Hours:** 175
- **Weeks:** 12
- **Days:** Twice a week
- **Timings:** 9 am to 5 pm
- **Funding:** 100% funded by government

# Course Features

- Fully funded by government (**you pay nothing yet gain all the skills and training**)
- One to One Training with Expert Tutor Support
- High Quality Practical Hands-on Training
- Work Experience Opportunities
- Professional CV Writing Support
- Interview Preparation
- Regular performance reviews to identify learning gaps



# Course Features

- Regular job market awareness sessions
- Work placement and reference to employers
- 1 - 1 Training sessions with Professional Digital Skills Experts
- Hands on training using various softwares, practices, exercises and case studies
- 100% Practical Training on real company files
- Multiple locations
- We stay in touch with you, post the training, and support your progression and career growth with guidance and references as required

# Course Outline

1. Principles of marketing and evaluation
2. Digital marketing metrics and analytics
3. Principles of social media advertising and promotion
4. Search Engine Optimizations
5. Google Analytics & Reporting
6. Content and email marketing
7. Online display advertising
8. Brand development
9. Social Media & Mobile Marketing
10. Innovation
11. Web Presence
12. Cyber Security/Staying Safe Online



# Course Outline

13. AI & Automation
14. Data
15. Basic HTML Codes
16. Smart technology
17. Getting started with calendars
18. Introduction to CRM
19. Lead Management
20. Sales Presentation
21. Goal Setting
22. Understanding of Consumer
23. Sales Process & Pipeline



# Eligibility Criteria

1. You should be a NEET (Not in Education, Employment or Training)
2. Age between 16 to 24
3. UK resident
4. Are not in any other ESF funding course



# Contact Us

- Don't miss this great opportunity of **Practical Digital Marketing & Sales Training**
- **Work Experience** at **NO COST** at all
- Start Your Career without paying anything
- Hurry up! Limited spaces available
- To book your free consultation

Call: 020 8992 4506

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