



The
**Development
Manager Ltd.**

Digital Skills Bootcamps

Tech, Cyber, and Marketing Pathways to reskill your current workforce or recruit Apprentices trained to your needs and grow your business.

Marketing/Multimedia Pathway

Why choose this pathway?

Utilise our Skills Bootcamps to access TDM's expert coaching and upskill current to your skills needs. Our marketing pathway will support your team to develop skills to expand your reach, support business growth, enhancing current marketing activities.

What content will be covered?

- Topic 1 - SEO Fundamentals
- Topic 2 - PPC Advertising
- Topic 3 - Social Media Marketing
- Topic 4 - Email Marketing
- Topic 5 - Content Marketing
- Topic 6 - Analytics & Data-Driven Marketing
- Topic 7 - Design for Digital Marketing
- Topic 8 - Marketing Writing & Copywriting
- Topic 9 - Essential Soft Skills for Marketers
- Topic 10 - Using AI in Marketing
- Topic 11 - Marketing Theories
- Topic 12 - Creating an Annual Marketing Plan



thedevelopmentmanager.com/skills-bootcamps/



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