

Improve your companies online marketing

Funded courses to address the digital skills shortage in Dorset - that's right you pay nothing!



digitalDORSET
A Weymouth College initiative.

DIGITAL MARKETING is one of the most cost effective online marketing tools for your business.

Regular digital marketing to your customer database is an essential tool to communicate with your customers and ensure they return for repeat purchases.

More than 100 Dorset businesses have already signed up for our courses. Why doesn't your business join them?

DIGITAL PROMOTION FOR BUSINESS

The Level 2 accredited online distance learning course means employees do not need to go to college.

The 8 units include:

- **Understanding Search Engine Optimisation (SEO)** - Get your website found quicker by new customers on Google searches.
- **Social Media** - Get seen by more potential customers on Twitter, Facebook, YouTube and other social networking sites.
- **Creating effective digital promotional activity for business** - Write content that gets across the correct message to new and old customers.
- **Data protection and Digital Promotion for Business** - Find out what you can and can't do with data you acquire.

OTHER UNITS are being added to the course to give your business even more knowledge and include:

- Email promotion for business.
- Crowdsourcing.
- Digital Customer Service.
- Advertising online.
- YouTube for business.



MOBILE PHONE APPLICATIONS (APPS) FOR BUSINESS

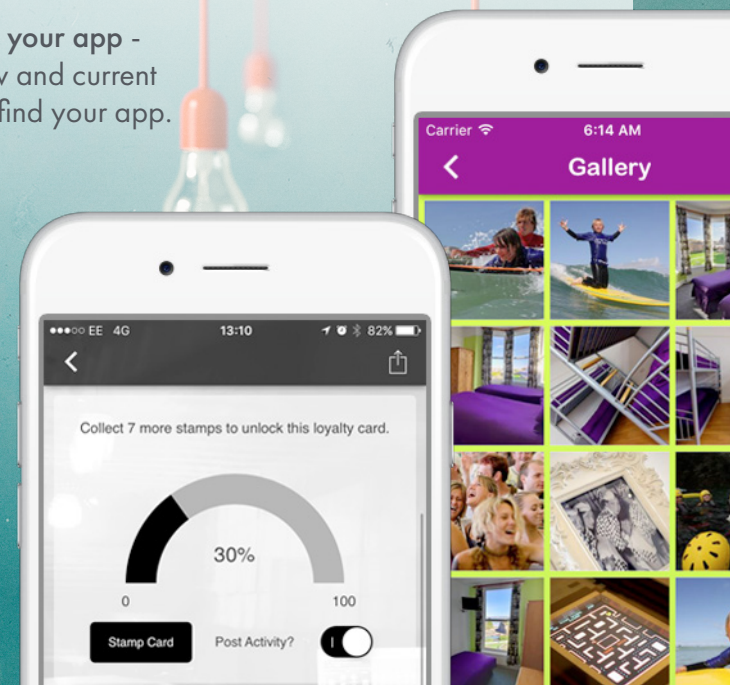
Today, having a mobile app allows businesses to gain a competitive advantage. It is not a luxury anymore, it is becoming a necessity.

The 5 units include:

- **Producing a planning brief** - Decide what you would like in the app.
- **Making amendments to your app** - Keep your app up to date without the need to engage with an expensive third party developer.
- **Marketing your app** - Ensure new and current customers find your app.

HAVING A SMARTPHONE APP gives a powerful message:

- You are different.
- You are technologically advanced.
- You care enough to launch a free app.
- You are proactive and prepared to reach out.
- You are smart, forward thinking and creative.





Being able to access this type of learning for free gives us an opportunity we may not have had otherwise.

Donna Marie Speir @ Values into Action

The system is very easy to navigate and we found the content very relevant to us.

Karla Andrews @ Kabe Design

Fully-funded courses - you pay nothing!

FIND OUT MORE



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