

Digital Marketing

Job Programme



Digital Marketing Job Programme

**Get Hands-On. Get Certified.
Get Hired.**



Qualification:

Gain industry-leading, internationally recognised, UK-accredited qualifications



Completion Time

8 weeks

If you are studying 2 hours a day



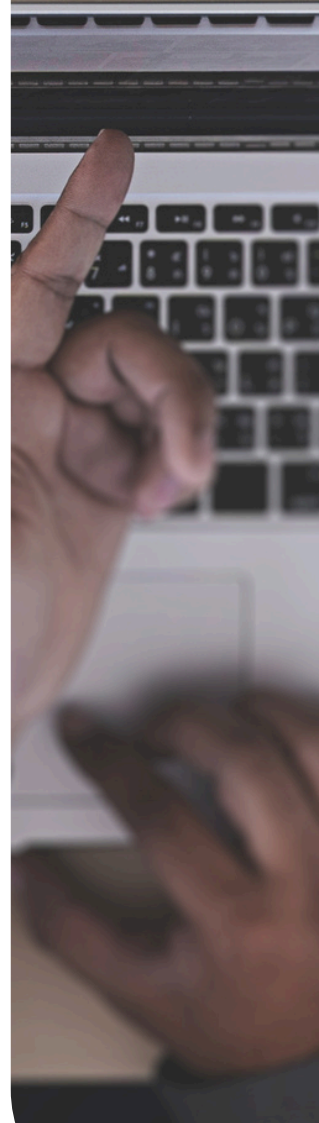
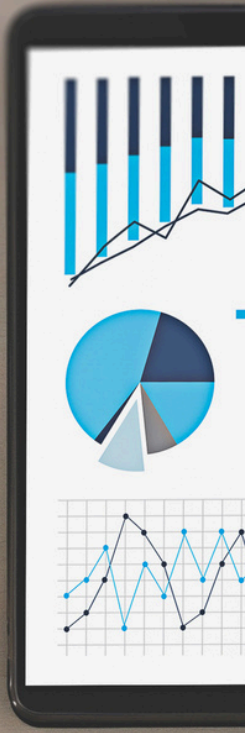
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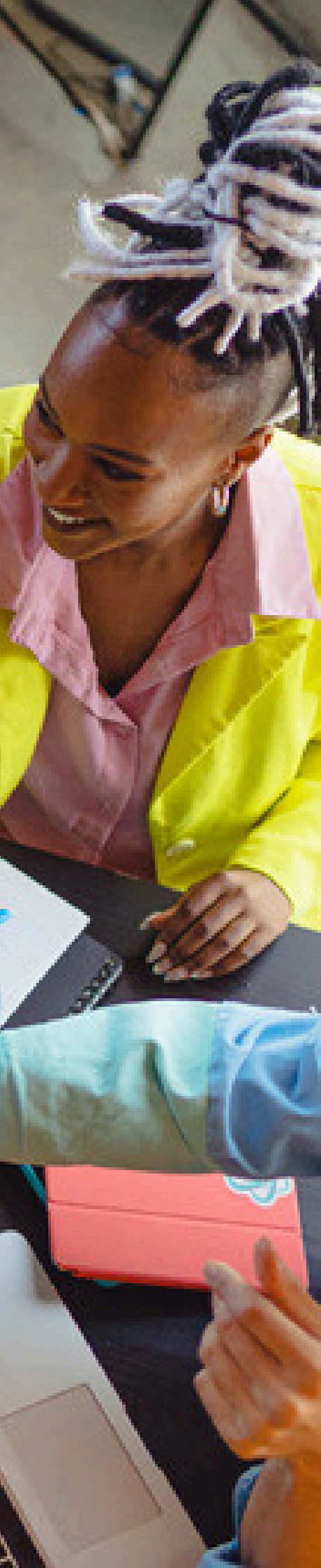
12 Months

Digital marketing plays a central role in how businesses attract customers, build visibility, and drive growth. From search and social to email and content, organisations rely on skilled marketers to plan, run, and measure effective campaigns.

The ITOL Recruit Digital Marketing Job Programme is designed for individuals seeking practical, job-ready skills that can be applied immediately. You'll complete an industry-recognised Digital Marketing qualification and receive structured recruitment support to help you secure your first position. Complete the programme, follow the process, and move into a digital marketing role. If you don't secure a job, your investment is refunded.

Let's get started.





What Do We Provide?

Every part of the programme is designed to prepare you for the demands of a Digital Marketer role and help you secure employment.

- UK-Accredited Qualifications
- Dedicated Recruitment Support
- Practical Assessment That Will Contribute to Your Portfolio
- Industry-Leading Certifications
- Qualified Human Mentor & Tutor

Why Choose a Career as a Digital Marketer?

Breaking into digital marketing takes more than just certifications. You need hands-on experience and a clear path to employment. This programme is designed to get you both.

- **High Demand** – Businesses across every sector rely on digital marketing to generate leads, grow audiences, and drive sales. Skilled digital marketers are consistently in demand as organisations invest more in online channels.
- **Competitive Salaries** – Digital marketing offers strong earning potential, with entry-level roles providing a solid starting point and clear progression into higher-paid positions such as Digital Marketing Manager or Specialist roles across paid media, SEO, or analytics.
- **Diverse Career Paths** – Digital marketing skills transfer across multiple roles, including social media marketing, content marketing, paid advertising, SEO, email marketing, and performance analysis. You can specialise or broaden your skill set as your career develops.
- **Global Opportunities** – Digital marketing is not tied to location. With internationally recognised qualifications and practical experience, you can work across industries, remotely or on-site, with opportunities available in the UK and internationally.

Your **Pathway** to Success

Digital Marketing is built on problem-solving and technical know-how, and so is this programme. It provides a structured path to help you develop essential skills, gain hands-on experience, and step into a Digital Marketer role.

1

TALK TO A CAREER ADVISOR

Not sure where to start? Our advisors help you explore options and align your training with your career goals.

2

COMPLETE THE TRAINING

Learn the skills employers look for, pass the assessments, and gain hands-on experience.

3

WORK WITH A RECRUITMENT SPECIALIST

Get personalised support to refine your CV, optimise your LinkedIn profile, and prepare for interviews.

4

SECURE THE JOB

With tailored career support, you'll be ready to step into your new role.

Where Could This Take You?

A career as a Digital Marketer offers stability, practical work, and clear progression.

DIGITAL MARKETING ASSISTANT

£27.6K

Supporting project planning and execution, keeping tasks on schedule, and ensuring teams work efficiently.

DIGITAL MARKETER

£37.4K

Take ownership of campaigns across multiple channels, including SEO, PPC, social media, and email marketing. You'll analyse performance data, optimise campaigns, and contribute directly to business growth.

DIGITAL MARKETING MANAGER

£56K – £65K

Lead strategy, manage budgets, and oversee campaigns from planning through to performance analysis.

RECRUITMENT

You've built the skills, completed the projects, and earned your qualifications. Now it's time to secure the role.

That's where we come in.

Your **Job, Guaranteed** or Your Money Back

We stand by our training. Follow the process, complete the programme, and secure a role, or you get your money back.

Our job guarantee includes:

- Personalised career coaching tailored to your job search.
- An optimised CV and LinkedIn profile to attract employers.
- Comprehensive interview preparation so you feel confident in every opportunity.

The Process

Preparation

We know what hiring managers ask because we've helped thousands of candidates through this process. Our recruitment advisors offer one-to-one exam prep sessions tailored to the role and company you're interviewing for, ensuring you're fully prepared for the questions and assessments.

CV & LinkedIn Overhaul

Your CV and LinkedIn profile are your tickets to getting noticed. Our team works with you to sharpen them so you can stand out in a competitive market.

Mock Interviews

Confidence comes with practice. Our mock interviews allow you to refine your responses and get feedback.

Job-Related Assessments

Some roles involve extra hurdles – tests, case studies, or technical challenges. We'll make sure you know what to expect and how to handle them.

Job Application Support

We guide you through the process, from knowing where to apply to ensuring your application hits the mark. With us in your corner, you will make real progress toward landing your role.

We back that confidence with a **job guarantee or your money back.**

DIGITAL MARKETING CURRICULUM

Our programme is a structured, results-focused roadmap designed to take you from zero experience to job-ready digital marketer.

Your Training Breakdown

This programme is designed to prepare you for digital marketing roles by combining industry-recognised training with practical, job-ready skills. You'll build a strong foundation across all core digital marketing channels, from strategy and content to paid media, analytics, and optimisation, with a clear focus on how marketing works in today's AI-driven landscape.

By the end of the curriculum, you'll understand how to develop and deliver effective digital marketing strategies, analyse performance data, create engaging content, and support business growth in real-world marketing environments.

○ Digital Marketing in the Era of AI

Harness the potential of digital marketing in the age of Artificial Intelligence (AI). Explore key concepts, digital channels, and AI tools to gain industry insights and set clear marketing objectives. Gain a 360-degree view of your customers and learn how to connect more effectively throughout the buyer journey.



- What is Digital Marketing?
- Digital Marketing Channels
- Staying Relevant in Digital Marketing
- Competitive Research
- The Evolution of the Buyer's Journey
- Inbound and Outbound Marketing
- What is AI in Digital Marketing?
- Audience Listening Tools
- The Traditional Funnel and the Buyer's Journey
- Integrating Offline and Digital Marketing

○ Social Media Marketing

Identify the best social platforms for your business and discover tactics to grow and engage your target audience. Learn how to create impactful paid social campaigns and leverage analytics data to enhance your social commerce strategy and drive sales.



- Influencing the Consumer Journey Using Social
- Key Social Media Platforms: Facebook, WhatsApp, and Instagram
- Key Social Video Platforms: YouTube and TikTok
- Sustaining a Social Community
- Five Key Steps for Creating a Social Campaign
- How Do Social Media Algorithms Work?
- Key Social Media Platforms: Twitter (X) and LinkedIn
- Setting Up a Social Media Experience for a Business
- Engaging an Audience Using Social Media
- Social Commerce Channels

○ Paid Search (PPC) and Display Advertising

Use PPC advertising to reach high-intent consumers searching for products or services like yours. Master budgeting, strategic bidding, and crafting compelling ads, while leveraging YouTube and display ads with new AI features and campaign types.



- PPC Keyword Research
- Creating a PPC Campaign
- GDN, AI, and Performance Max
- Targeting for Demand Generation
- Paid Search Metrics and Reports
- Budgets and Bidding in Google Ads
- Display and Video Advertising
- Display and Video Ad Formats
- Remarketing for Display and Video Campaigns
- Search, Display, and Video Campaign Optimisation

○ Professional Skills for Digital Marketers

Successful marketers understand that professional skills are just as vital as technical ones. In this module, you'll learn project management techniques, apply agile thinking, boost creativity, and refine strategic thinking, alongside practical skills like problem-solving and time management.



- Seven-Step Framework for Managing Projects
- Applying the Agile Concept of the "MVP"
- Removing Barriers to Creativity
- Benefits of Strategic Thinking
- Strategies for Effective Communication
- Using the "Test and Learn" Approach
- Generating New Ideas
- Skills for Effective Problem Solving
- Saving and Creating Time
- Persuading an Audience

Analytics with Google Analytics 4 (GA4)

Utilise GA4 to extract maximum insights from your marketing data, while adhering to best practices for data collection, consent, and privacy. Learn how to set up and configure GA4, leveraging AI-enhanced features to analyse performance, track customer conversion journeys, and effectively monitor digital campaigns.



- Google Analytics 4 (GA4) Fundamentals
- GA4 Account Set-Up
- Types of GA4 Events
- eCommerce Marketplaces
- Key GA4 Reports
- Real-Time Data in GA4
- Analytics, Data Privacy, and Protection
- Linking GA4 to Other Tools
- Advanced Custom Events in GA4
- eCommerce Solutions
- Audiences in GA4

Content Marketing

Master content marketing with a persona-focused, data-driven approach. Learn how to create, curate, and amplify content, extend its value, and measure success using AI-powered insights.



- What is Content Marketing?
- Content Intent
- Getting Ideas for Content Topics
- Creative Brief
- Getting Started with ChatGPT
- Analysing Content Performance
- Topical and Evergreen Content
- Buyer Personas
- Content Creation and Content Curation
- Metrics and Performance
- Content Scheduling

Search Engine Optimisation (SEO)

Search Engine Marketing is all about reaching and maintaining a spot on the first page of Google or SERPs! Learn how to be strategic in your SEO, from keyword research to technical, on-page, and off-page optimisation. Measure SEO success with key metrics like keyword rankings, organic traffic, and website conversions, and understand how AI is reshaping search engine marketing.



- How Do Search Engines Rank Pages?
- How to Conduct SEO Keyword Research
- Page Experience Ranking Signal
- On-Page and Off-Page Optimisation
- AI Tools for SEO
- Search Engine Results Page (SERP)
- Technical Optimisation
- Google Search Console
- Free SEO Tools
- ChatGPT for SEO

○ Email Marketing

Your email list is one of your greatest assets. Discover essential tools and techniques to harness the power of automation and streamline your email campaigns. Learn how to optimise everything from subject lines to layout, and overcome delivery challenges effectively.



- Email and Omnichannel Marketing
- CRMs
- Email Marketing Workflows and Benefits
- Email Design and Images
- A/B Testing for Email Optimisation
- Email Marketing Legislation and Regulations
- Marketing Automation
- Email Subject Lines and Copy
- Email Campaign Delivery Challenges
- Optimising Email Campaign Performance

○ Website Optimisation and eCommerce

Learn the crucial role of the buyer's journey and user experience (UX) in building effective websites. Create seamless customer interactions and drive e-commerce success with an efficient customer service solution. Use the right metrics to track, measure, and optimise website performance.



- Build Your Online Presence
- Website Optimisation and the Buyer's Journey
- Main Pages of a Website
- eCommerce Marketplaces
- UX and UI
- A/B Testing for Website Optimisation
- How to Design a Website
- User-Centered Design and Website Optimisation
- Design Principles
- eCommerce Solutions
- Website Metrics

○ Digital Marketing Strategy

Learn how to plan and implement a successful digital marketing strategy. Conduct research to inform channel selection, messaging, and personas, set objectives and KPIs, create a budget, and develop a creative strategy that engages your audience.



- Marketing Today
- Thinking Critically About Research
- Strategy and Forecasting
- Creative Brief
- Using a Media Plan
- Strategy and Return on Investment (ROI)
- Digital Audit
- Developing a Marketing Brief
- Working with an Agency
- Delivering a Campaign Action Plan

YOUR SUPPORT TEAM

Success doesn't happen in isolation. Throughout the programme, you'll have access to expert tutors, interactive learning tools, and a support network designed to keep you on track.

Your **Support** Team

The Learning Phase:

One-to-One Tutor Support

Your tutor is just a message away. Whether you need to arrange a one-to-one call, get additional study materials, or ask questions about your course, they're there to help. And with real industry experience in IT, they can provide insights beyond the curriculum.

Guidance From Certified Experts

Your success is backed by the expertise of experienced Digital Marketers who have worked across industries. They don't just teach the material – they guide you through real-world applications, ensuring you're job-ready.

Personalised Feedback on Your Progress

Learning isn't one-size-fits-all. Your tutor works closely with you to understand your strengths and areas for improvement, tailoring their approach to maximise your growth. Exam prep is thorough, ensuring you're not just familiar with the material but fully prepared to pass.

Resource Library & Peer Network

You'll also join an online community of fellow students, giving you a space to connect, ask questions, and engage with people on the same journey.



Why wait?

START NOW

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