

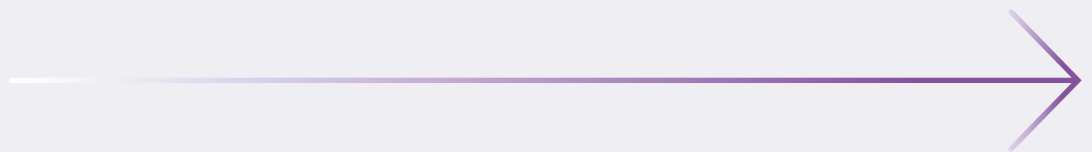


LEARNING CURVE
GROUP



NCFE LEVEL 2

CERTIFICATE IN DIGITAL PROMOTION FOR BUSINESS





The Course

On average, small businesses invest just 5-10% of revenue in their digital marketing whereas larger organisations can invest up to, and above, 14%. It is essential that digital marketing forms a key part of every business's marketing strategy in order to reach their customers in the right place, at the right time, in the right way. As the technological landscape is ever growing, there has never been a more important time to invest into the world of digital marketing to upskill your business and establish yourself within the industry.



Lived in the EU
for 3 years



Aged 19+ at the
beginning of the
academic year



You could study
this course
for FREE!



Online
paper-based
delivery

Benefits

- Achieve a nationally recognised Level 2 qualification
- Further your personal and professional development
- Be able to support individuals effectively
- Learn at a time that suits you without the need to attend college.

What you will learn

- Digital Promotion for Business
- Understanding Search Engine Optimisation for Business
- Coordinating the use of Digital Media for Business
- Coordinating Offline and Digital Media for Business
- Emergent Digital Techniques for Business
- Producing Digital Promotion Content for Business
- Data Protection and Digital Media for Business
- Measuring the Effectiveness of Digital Promotion Activity for Business
- Understanding Social Media
- Email Campaigns for Business Promotion
- Mobile Phone Applications

How to Sign Up

Learners may be eligible for funding which means the course won't cost a thing to complete (subject to eligibility). There is a £125 cancellation fee if a learner enrolls and fails to complete or withdraws early from the course. This fee is to cover administration costs. We may be able to offer extensions if learners are unable to meet the set submission deadline. Please read the declaration on the enrolment form carefully before signing up.

What happens after enrolment?

1. Submit your enrolment form and get instant access to begin your course
2. We'll process your funding application, and a tutor will be assigned to support you through your course
3. Receive text reminders when your work is due
4. Your work will be marked and returned to you within 7 days
5. Once you've submitted your work, we'll apply for your certificate

How learners use this course

If you choose to do this Level 2 Course in Digital Promotion for Business, it could lead to careers in Business. This is especially useful for careers like;

- **Digital Marketing Executive**
(£27,000 to £30,000)
- **Digital Marketer**
(£22,000 to £30,000)
- **Digital Mentor**
(£22,000 to £30,000)

This can also make your CV stand out and can prove beneficial for many different job roles.



★★★★★ Verified

It was a great course...

It was a great course and I felt the information was easy to understand, well displayed and my tutor/assessor was full of information and encouraging feedback.

Date of experience: June 2022

★★★★★ Verified

A great opportunity to complete a free course...

A great opportunity to complete a free course during my maternity leave. Very supportive tutor and telephone operators.

Date of experience: June 2022

★★★★★ Verified

The tutor was always quick to respond...

The tutor was always quick to respond to any questions I had always helpful. I never felt under pressure and it was great to study at a steady pace. I enjoyed this so much that I am ready to enrol on another course!!

Date of experience: June 2022

★★★★★ Verified

Amazing online course...

Fantastic support throughout the course. Learnt so much and well worth doing. Will make my job a lot easier and understand as much as I can what people with Dementia go through on a daily basis.

Date of experience: June 2022



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TRANSFORMING
LIVES THROUGH
LEARNING.