

/ Your bootcamp - interacting with the content

This is a short guide to help you understand how to use the content made available to you.

This guide will run you through

1. The online platform
2. How you can access the learning content
3. Lessons breakdown

1. The online platform

You should now have received access to the online dashboard. Please take a few minutes to explore the platform and watch the dedicated video which will show you how to interact with the platform itself. You can find the video by clicking on the yellow button 'Take a tour' in the 'Welcome to the Online Learning Platform' banner.

2 How you can access the learning content

All the sessions will be delivered by a tutor in the virtual classroom via Zoom. The Zoom links and all the relevant information will be shared with you a week before the course start date. Please keep an eye out for this in your inbox. While attending the tutor led sessions is mandatory, we understand sometimes life can get in the middle and make it impossible despite the best efforts. For this reason, your curriculum includes online lessons you can read through if you couldn't make it to the tutor led session. These lessons include additional theory, case studies, exercises and templates.

You can access the '**Digital Marketing Strategy Skills Bootcamp**' curriculum either at the bottom of your dashboard or by clicking on the 'My learning' tile on the top-left corner of the dashboard and then clicking on the course tile itself.

Once you are inside the course you will see a list of the modules and the lessons related to them. This is the order in which the tutor led sessions will run and you need to follow when consuming the lessons.

To access the lesson content, you will need to click on the ‘Enroll’ button for the lesson you want to study. Once you are enrolled, you will need to hit “Start” which will take you to the learning objectives and the actual lesson.

At the end of the course, there is a mandatory online assessment which on completion will give you the Level 5 qualification accredited by the IDM. We therefore recommend going through the online content to help you revise.

Above the online lessons, next to the ‘Learning Content’, there is a ‘Resources’ section. This will include tutor slide decks and templates which will be used in the virtual classroom. These will be uploaded on a weekly basis and whilst it is not mandatory to go through those in advance, we do recommend familiarizing yourself with the slides to make the most out of the session & prepare any questions.

3. Lessons breakdown

The Learning Hub has a full breakdown of each module & which lessons are related to it. Please see the breakdown below including which weeks the modules take place.

Week	Module	Lessons
Week 1	Digital marketing landscape	The power of omnichannel campaigns
Week 2	The role of data in marketing	An introduction to consumer data
		How to segment your customer database
		The importance of data in marketing
	Customer journey	Create a customer centric communications plan
		Know your customers
		Building a communications strategy
		Putting personas into action

Week	Module	Lessons
Week 3	Responsible marketing	The marketing regulations you need to know
		Consumer Trust
		Accountability
		Lawful processing- consent
		Lawful processing - alternatives to consent
		Profiling under GDPR
Week 3	Planning campaigns	Implementing the integrated planning process
		Analyzing your omnichannel campaign
		Transforming data into insights for continuous improvement
Week 4	Creative strategy	Developing a proposition
		Evaluating creativity
		Managing your creative assets
	Creative inspiration	/
Week 4	Case study briefing and group work	/
Week 5	Marketing channels	An introduction to the marketing channel mix
		Online marketing
		Offline marketing
	Customer centric websites	Customer centric website strategy
		Website and campaign strategy
		Measuring the effectiveness of websites
Week 6	Google Analytics	/
	SEO & PPC	/
Week 7	Social media	Developing a social media channel strategy
		Developing a social media campaign strategy
		Amplify measure and optimize your content
	Content marketing	Developing a content strategy
		Delivering a content strategy
		Choose the right metrics to measure success

Week	Module	Lessons
Week 8	Group work	/
Week 9	Affiliate & display marketing	Affiliate marketing strategy
		Display marketing strategy
		Search engine marketing strategy
	Mobile marketing	An introduction to mobile marketing strategy
		Developing a mobile marketing strategy
		Measure and test your mobile marketing activity
Week 10	Email marketing	Developing an email channel strategy
		Developing your email campaign strategy
		Measuring email success
	Print mail	Why use direct mail and how to plan it
		Why use door drop and how to plan it
		Creating your mail campaign
Week 11	AI (introduction)	TBC
	AI (content creation)	TBC
Week 12	Budgeting	Setting the budget
		Managing the budget
		Measuring ROI (Return On Investment)
		Basic marketing maths
	Group work	/
Week 13	Presentation skills	/
	Leadership skills	/
Week 14	Group work	/
Week 15	Final presentations	/
Week 16	Online assessment	/