



dms4all

Digital Marketing Skills4All

Next Steps

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Congratulations

Everyone from DMS4all would like to say congratulations on completion of your 8-week Digital Marketing Skills bootcamp. You've attended over 30 online lessons in the last two months, plus continued your work outside of tutor led hours, and participated in the digital drop-in sessions. You should feel proud of yourself for all the hard work you put in.

What next?

We'll be keeping in touch for the next 6 months; don't worry it won't be 3 hours a day, 4 days a week! One of our team will send you a monthly email, and maybe call you to see how you're getting on, and to see what positive impact the bootcamp has made on your life.

As we're funded by the Department for Education, we may need to chase up some evidence for them to help measure the success of the course, and so we can apply for funding. We invoice our funders after you've completed the skills bootcamp, so any help you provide will keep the bootcamps running for future learners. Evidence might include:

Learners who were unemployed or an independent learner (employed but not supported by their employer), are required to provide evidence of a job interview invitation (date of interview, role, relevant skills required). If you are successful in obtaining a new position within 6 months of completing the course, please send us the details (role, company, start date, relevant skills and starting salary if possible).

Self-employed learners are required confirm in writing how their new skills will be applied to secure new work opportunities. Within 6 months of course completion will also ask you for written confirmation of any new work or contracts secured.

WhatsApp

Your Bootcamp WhatsApp Group will remain, but the trainers will be removed. Because the number of WhatsApp groups on our phones is in now in the double digits we have also created a couple of general graduate groups, which you will be invited to.



Zoom Recordings

Unfortunately due to the size of the Zoom recordings we can not leave these on the Zoom server after the bootcamp. You do have the option of downloading the recordings, but they will be deleted within a week of your bootcamp ending.



Facebook Group

Course graduates gain access to a private Digital Marketing Facebook Group where they can support one another with constructive feedback, share job opportunities, and network. Some of our trainers are also members of the group. You can join with this link, if you have any problems, please email me. <https://www.facebook.com/groups/dms4all>



Learning Resources

You'll retain access to all the course content on the DMS4all Google Drive, which is kept up to date with new slides and notes. Your learner dashboard will soon be closed, and your coursework archived to form part of the evidence we submit to our funders.



Your Certificate

We will email your certificate as soon as we've submitted evidence that you've completed your course to our funders. This usually takes 2 weeks but can sometimes take a bit longer depending on how many files we're submitting and availability of people at the Department of Education.

Unfortunately, the skills bootcamps are not accredited, but you have the option to undertake accredited certificates from the following organisations: Google, Facebook, Twitter, LinkedIn and HubSpot.

Like, Follow, Subscribe...

Please help us spread the word about our bootcamp, we think we've created something pretty good and want to help as many people as possible. If you've enjoyed our course please leave a review on Facebook, or tag us on the socials:

Website: [DMS4all.co.uk](https://dms4all.co.uk)

Twitter: <https://twitter.com/Dms4A>

Instagram: <https://www.instagram.com/dms4all/>

LinkedIn: <https://www.linkedin.com/company/dms4all/>

Facebook Page: <https://www.facebook.com/DMS4all/>

YouTube: <https://www.youtube.com/channel/UCxyhP0m7fzmMI5fsZURJu8A>

Accredited Marketing Training

Module	Fundamentals badges	Other accreditation & courses
Market research/strategy	<ul style="list-style-type: none"> • Plan your online business strategy 	
Social Media	<ul style="list-style-type: none"> • Get noticed with social media - Online Courses • Deep dive into social media - Online Courses 	<ul style="list-style-type: none"> • Facebook Blueprint (online course only, certificate is not free) • Pinterest Academy: Home (no certificate) • Browse Learning : Snap Focus (Snapchat advertising certificates) • Marketing Labs Certifications (LinkedIn)
SEO	<ul style="list-style-type: none"> • Get started with search - Online Courses • Get discovered with search - Online Courses • Make search work for you - Online Courses 	<ul style="list-style-type: none"> • SEO Training Certification Course: Learn SEO
Paid Search	<ul style="list-style-type: none"> • Be noticed with search ads - Online Courses • Improve your search campaigns - Online Courses 	<ul style="list-style-type: none"> • Google Ads Search certification : Google
Content Marketing	<ul style="list-style-type: none"> • Start content marketing - Online Courses 	<ul style="list-style-type: none"> • HubSpot Academy Content Marketing Certification Course
Content Marketing (Video)	<ul style="list-style-type: none"> • Make the most of video - Online Courses 	<ul style="list-style-type: none"> • Education & Courses for YouTube Creators - Creator Academy YouTube (no certificate)
Email Marketing	<ul style="list-style-type: none"> • Connect through email - Online Courses 	<ul style="list-style-type: none"> • Mailchimp Academy: Foundations Certification
Display Advertising	<ul style="list-style-type: none"> • Advertise on other websites - Online Courses • Deep dive into display advertising 	<ul style="list-style-type: none"> • Google Ads Display Certification : Google
Analytics	<ul style="list-style-type: none"> • Get started with analytics - Online Courses • Find success with analytics - Online Courses • Turn data into insights - Online Courses 	<ul style="list-style-type: none"> • Google's Google Analytics for Beginners • Advanced Google Analytics Academy • Google Analytics Individual Qualification