

Dave Example

22 Some Road

In a town

Lancashire

BB1 0B1

25th May 2022

REF: Department for Education Digital Marketing Skills Bootcamp

To whom it may concern

I confirm that I have completed my Digital Marketing Skills Bootcamp (DMS4ALL) provided by Enterprise4all (North West) Limited.

I can also confirm that I am self-employed, and my company name is Dave Example Catering and I my UTR number is 17805678.

During the training, I learnt and acquired further skills in the following topics:

1. Social Media – Instagram/Facebook/Twitter/LinkedIn/YouTube
2. Market Research
3. Content Creation (Social Media, Blogs & Web)
4. Paid Advertising
5. Email Marketing
6. Digital Marketing Analysis & Trends
7. Web Building
8. E-Tailing
9. Google & Google Tools
10. SEO
11. Digital Marketing Tools & Resources

As a self-employed/business owner, I believe that I will be able to use these new skills and training provided to obtain new business as I will be able to do the following:

By using Google search I can search relevant terms that relate to my business and see what others are posting. This can be valuable information when creating my own social media posts; for example, what do I like and can use myself, and how I can stand out from the crowd.

Google search allows me to search other businesses in my area and look at what they are doing right, search their competitive prices, and even give me contact information for direct market research

Google trends lets me search words and phrases related to my business and see how much that term is being searched, as well as the peak times that term has been searched. For example, when searching wedding catering - September and January seem to be when people search wedding catering the most, therefore I will make sure I have my ads posted at these times.

Social media platforms are a great, free way to advertise my business. I can also run ads and attract more traffic to my platform. I will use hashtags to promote terms associated with my business. Receive business enquiries using messenger and reply easily using the messenger apps. I can showcase my business for free, plus you can buy and sell on most social media platforms.

I will use cross-posting software such as buffer or hootsuite - or even a website provider like Wix can crossplatform my posts, and schedule them to be posted automatically. Cross-posting platforms are a great tool to promote my business.

I will use insights on the meta business suite monitor my page's performance, how many people my posts have reached, and also how well my posts or ads are performing. This is a great tool to see what works.

During this course I have built a website. The website can be found on google and is linked to my google business profile. I have already received some enquiries about my services as a result of this website. I have also optimised my SEO and hopefully this will draw more traffic.

I can view the analytics of my page and see how many times my page has been viewed, what people searched to view my page, and whether people are viewing my page more by mobile device or by desktop - this is very important when designing or updating my website to suit mobile views opposed to desktop views. I can see how many new viewers I have and how many returning viewers I have - returning customers are a big indicator of how successful my site is.

I most importantly wanted to say thank you very much for everything. It's been a huge help for my business and can use the skills learnt massively and really appreciate the time and effort all webinar hosts have put into the course that I have got so much out of.

Should you have any further questions, please do not hesitate to contact me at the above address, or by email on example@email.co.uk or by telephone on 01254 505700.

Yours sincerely

Dave Example

Jenny Example
38 Example Square
OL4 6QAB

Date 24/08/2022

REF: Department for Education Digital Marketing Skills Bootcamp

To whom it may concern

I confirm that I have completed my Digital Marketing Skills Bootcamp (DMS4all) provided by Enterprise4all (North West) Limited.

I can also confirm that I am planning to become self-employed, and my company name will be Pretty Pet Photography.

During the training, I learnt and acquired further skills in the following topics:

1. Social Media – Instagram/Facebook/TikTok/LinkedIn/YouTube
2. Market Research
3. Content Creation (Social Media, Blogs & Web)
4. Paid Advertising
5. Email Marketing
6. Digital Marketing Analysis & Trends
7. Web Building
8. E-Commerce & Marketplaces
9. Google Tools
10. SEO
11. Digital Marketing Tools & Resources
12. Customer Service

As a self-employed/business owner, I believe that I will be able to use these new skills and training provided to obtain new business as I will be able to do the following:

Market Research

I have researched the photography industry post covid to see where I can position myself in the market. Demographic highlighted that 71% photographers are full time or part-time self-employed artists (it also includes students, amateur photographers and contract employees). Over 57% respondents in 2022 have seen optimistic future in the post pandemic, very competitive job market. Top specializations were portrait, landscape and wedding photography regardless of post pandemic policy of self isolation and other follow up restrictions. Profits in post pandemic photography industry are still generated from fees and photo shoots, but an increasing number of photographers are selling digital downloads or prints online. Since lockdown there is now a general acceptance of online purchase increase. An unfortunate number of workshop and courses, which lead to teaching experience are not a huge part of money making within industry.

Social Media & Customer Service

My research showed that most of my future clients would be individuals or owners of small businesses. The rest would be enterprise institutions, agencies and magazines. Today the most effective way to engage with potential customers is word of mouth marketing through an already established network, but a portfolio website is the most important online tool for client acquisition, and Instagram is the preferred social media channel for presenting work to a larger audience.

Therefore I will create an Instagram account and post photographs twice a day, with relevant hashtags. I can research which hashtags are trending each day and find content that fits. I can also take part in the monthly posting themes to increase engagement and followers.

Web building, SEO, Analysis & Trends

I have looked at different options for a portfolio website, including Wix, Wordpress and Squarespace. Wix already has portfolio templates that work with large images, so this looks like the way to go. Thanks to Google Trend I get to understand what customers require to know about specific photographic topics right now. I can see interest by subregion, related topics and related queries to help me write content for newsletter, blogs and my website. To improve the SEO I will include keywords in the content I create, add social media links, and use Alt Text and Tags for all images.

Looking at trends I have found related topics I can base content on to improve SEO, post about on social media encourage visitors to my site: Exhibition London April 2022/3. The Photography Show 17th–20th Sep 2022 Birmingham. Candid Photography in Aberdeenshire and in Aberdeen. Wildlife photographer of the year 2022 results 14th October 2022 in London at the National History Museum. Wildlife photographer of the year 2021 Laurent Ballesta with underwater photography. Ede & Ravenscroft - Graduation photography.

Social Media & Email Marketing – Content Creation Ideas

- Show case work using a photography portfolio
- Educate using the website to make tutorials to answer pressing photography questions on answer the public
- Creating the content based on specific topics <https://nationaltoday.com>
- Hashtags for service, genres, audience, CTA
- Use Mailchimp newsletter to build a contact list
- Use my photographs in Canva to create unique content

Marketplaces & e-commerce

I have look for the top ecommerce platforms where I can sell my work. I need to do more research to narrow down which will be the best for me and my business. They all have different pros and cons.

1. Etsy
2. Shopify
3. WixStores
4. BigCommerce
5. Magento
6. KM
7. PrestaShop
8. BigCartel
9. BluePark
10. 1&1

Should you have any further questions, please do not hesitate to contact me at the above address, or by email on jennyexample@gmail.com or by telephone on 07571652780.

Yours sincerely

Jenny Example

Donna Example
31 Some Avenue
Innertown
PR4 2JG
28th July 2022

REF: Department for Education Digital Marketing Skills Bootcamp

To whom it may concern I confirm that I have completed my Digital Marketing Skills Bootcamp (DMS4ALL) provided by Enterprise4all (North West) Limited. I can also confirm that I have a Limited Company, Donna's Dragons and my company number is 12149451.

During the training, I have acquired a number of skills, which I will be using to grow my business. The following topics have been invaluable:

1. Social Media – Instagram/Facebook/Twitter/LinkedIn/YouTube
2. Market Research – this was completed by myself prior to opening but I have learnt new skills in which to gather information to grow.
3. Content Creation (Social Media, Blogs & Web)
4. Paid Advertising
5. Email Marketing
6. Digital Marketing Analysis & Trends
7. Web Building – Although I have a website, built by a third party, this has given me a greater insight in how to use it effectively and to develop it further.
8. E-Tailing
9. Google & Google Tools
10. SEO
11. Digital Marketing Tools & Resources

As a business owner, I believe that I will be able to use these new skills and training provided to further grow my business and train my team in new skills.

I am now able to improve my SEO, increasing my Google presence, which is invaluable, in order to stand out from my competitors. I am able to use Google Analytics (something I had never looked at before) to see what competitors are posting, and complete direct market research using Google Trends.

This can be valuable information when creating my business marketing strategy in order to plan an effective marketing campaign both in Google and on my social media. Showing me key phases my customer base search for and the peak times that they are online.

For example, March to June seem to be when people search dragon outfits the most, therefore I will make sure I have my ads posted at these times.

Social media platforms are a great, free way to advertise my business. I can also run ads and attract more traffic to my platform. I will use hashtags on Instagram & TikTok to promote terms associated with my business. Receive business enquiries using messenger and reply easily using the messenger apps. I can promote my business for free, plus I can link my website to my social media platforms. I will use cross-posting software such as Facebook Meta Business Tools & Hootsuite. This will reduce

the time it takes to build multi-platform advertising campaigns, plus show continuity in my business and build a strong brand awareness to build trust with my proposed customers.

Cross-posting platforms are a great tool to promote my business. I will use insights on the meta business suite monitor my page's performance, how many people my posts have reached, and also how well my or ads are performing. This is a great tool to see what works.

My website can now be found on Google as during this course I have improved my websites performance by using SEO & adding Google Maps, Google Business & Pinterest. Regularly updating these platforms has increased my customer following and awareness locally and I am hoping to push this out across the UK.

I can now view the analytics of my page and see how many times my page has been visited, what people searched to view my page, and whether people are viewing my page more by mobile device or by desktop - this is very important when updating my website to suit mobile views opposed to desktop views, as the majority of my customers are searching on mobile devices and tablets

I would like to give a huge thank you to all the tutors on the course, who have improved my knowledge and given me great hope and motivation to improve and grow my business. There were particular areas where I have been really struggling and I would like to give a special thanks to Dan Elson, Lesley Walsh and Hayley who have improved my knowledge tenfold and have given me invaluable training.

The skills I have learnt on this course will help my business grow and the sky is now the limit. Huge appreciation for everyone at DMS for the time, effort to deliver this course as the fabulous tutors for all their additional support.

Should you have any further questions, please do not hesitate to contact me at the above address, or by email on donnaexample@dragons.co.uk or by telephone on 01704 567490.

Kind Regards

Donna Example