

Setting the Scene

Hello Bootcampers!

Welcome to your Skills Bootcamp. Over the next 8-weeks, we are going to cover the basics of pretty much everything you will come across in digital marketing.

You will have all been emailed a learner pack, I'm guessing you have because you are on here now with the session link. In that pack, you have a schedule of sessions, bios of our trainers, and information on Zoom, WhatsApp, and your learner portal.

You'll all be invited to a WhatsApp Digital Drop-in Group for use during the course, where you get reminders, chat with the trainers and be able to chat amongst yourselves.

The Zoom link for your sessions is the same all through the course so you won't get a new one each day, just use the one from your pack on all the learner dashboard all through the 8 weeks.

At the end of each session when you submit your workbooks you will be sent a set of notes and slides from the session that you can keep for reference. Available in your learner portal we will also give you access to videos, useful links, recommended reading and other resources we cover during the sessions.

During the sessions, usually at break-out points, you will get a Quick Quiz Question. Just answer A, B or C in the poll box that will pop up in zoom. Just a bit of fun to test that you are paying attention!

The Friday session is a dedicated Self Study Session, it's not a morning off. You should use this time to finish any workbooks, complete your FABs (I will come to those later) and do your weekly coursework assignments.

To start the session, I am just going to run through a few housekeeping rules with you. What we expect of you, and what you can expect of the sessions. Today's session will have a slightly different format than the rest just to ease you in gently.

Etiquette and Expectations

Although we are not all sitting in a room together, we do have a certain set of expectations for your behaviour and involvement.

- ***Cameras on*** - it counts as part of your attendance, plus it's horrible for us presenting to a set of black boxes not knowing if there's anyone there.
- ***Mute*** - *keep yourself on mute unless you are participating.* That way you don't need to worry about the dog barking or the washing machine on topspin.
- ***Be kind*** - please don't heckle the other learners. Not everyone is at the same skill level, and they deserve the right to ask questions.
- ***Don't butt in*** – everyone gets a chance to talk. If you have a question, please raise your hand and please respect other learners when they are talking. Please don't talk over them.

- **Turn up** – to qualify for the funding you must maintain an attendance of 90% of live online lessons. We know life is complex and it's not possible to be in two places at the same time, so we provide videos and slides you can use to catch up on anything you miss, but you still need to turn up to lessons or you'll be sent to the headmaster's office.
- **Be on time** - yes, we know it's online and you may be doing other things at the same time, but you wouldn't do your ironing in a classroom so please don't bring it to ours, on-screen or not. These sessions should be looked at as quality 'you time'. We know it's a time commitment, but it is time you are committing to help you learn new things and develop your business or job opportunities.
- **Network** - we have a private Facebook Group for all our graduates where you can network and share your ideas. We have had a lot of collaborations and good friendships come out of the different groups so expand your network with the rest of the learners.
- **Coursework and activities** – we set you activities during the sessions and coursework assignments each week. These activities and assignments count towards your final pass rate. You will need to complete them all and submit them before the end of the Bootcamp. Most of the activities we set in the sessions are done during the sessions. If you miss anything or don't get finished during the lesson time try and finish them as soon as you can. Don't collect them all up to do later, trust me, people have tried and got swamped.

Health & Safety

Even though our lessons take place online we still have a duty of care for all learners. Please make sure that your learning area is free of hazards, appropriate for online lessons, and that you are working safely.

- Break up lessons with changes in activity or rest breaks (5 minutes every hour).
- Avoid awkward, static postures by regularly changing positions.
- Utilise the session breakouts to get up and move around or do stretching exercises.
- Avoid eye fatigue by changing focus or blinking from time to time. Look away from the screen and make written notes to help break up your screen time.

Learners should notify staff if they identify any work-related health and safety concerns or hazards while working from home.

Policies and Procedures

Our full Safeguarding, Prevent, Whistleblowing, Complaints, and other policies are on our website and you have more details in your learner pack.

Prevent

Our Prevent policy explains how we support people who may be vulnerable to the messages of extremism and radicalisation.

Radicalisation is the process by which people come to embrace radical ideologies or beliefs that accept, use or condone violence, including acts of terrorism and extremism.

Extremism is vocal or active opposition to common values, including democracy, the rule of law, individual liberty and mutual respect and tolerance of different faiths and beliefs.

If you have any Prevent concerns, please report them to us immediately

Safeguarding

We don't tolerate bullying or harassment of any kind and we are committed to safeguarding all our learners and staff.

If you have any Safeguarding concerns about yourself, another learner, or a member of staff please report them to us immediately

If you believe someone is in immediate danger, contact the emergency services by calling 999.

Problems

If you have any problems or issues during the Skills Bootcamp please feed them back to Irfana and Andrew. They are here to help and if they don't know about a problem, they can't help you solve it. We aim to provide a high standard of service, including the handling of complaints, and we will respond to any enquiry or complaint with efficiency, courtesy, and fairness. Contact details and procedure are in your learner pack.

End of Skills Bootcamp Portfolios

We don't set you any formal exams during the sessions. However, as part of each session, you will need to submit your finished workbook to us as a portfolio of work. Each Thursday you will be set a coursework assignment to test your knowledge from that week. Your Self-Directed Study sessions should be used to complete any activities in your workbooks, collate your project evidence and do your coursework.

Participation Agreements

We will be sending your participation agreements out by email during the week, please make sure you check and sign these. We need your written consent to include you in the course, the recordings and the WhatsApp group. If we don't get a signed copy of your agreement you will not be able to participate in the sessions.

Learner Portal

<https://www.dms4all.co.uk/learner-dashboard-A>

You should have received a link to your learner portal dashboard. We use this dashboard on every session. You can find your daily workbooks, schedule, Zoom link and further reading lists here. We will also include additional useful link documents and any resources you will need for the sessions. You can download any of the literature here to keep for future reference. Once the Bootcamp ends you will lose access to the portal so make sure you download anything you need before the end of your sessions.

Make sure you are logged in to the portal at the start of each session. Everything you need for that day will be able on the sessions page.

{Demo the portal}

All the workbooks and knowledge quizzes are completed online so there is no need for any additional software and they should work on all devices and systems. When you submit any of the workbooks or quizzes a copy goes to you for your reference and to our admin team so they can save them in your evidence folder for your funding. We need to show your development and learning during the sessions. Please make sure you complete your workbooks each session and send them back. If you don't send us anything back it may stop you from being able to continue with the course.

Workbooks

On your portal, there is a page for every session. On that page, there is a workbook with a selection of activities that you need to complete during the session and return to us. There are normally two session-based activities that you will break out for and complete during the session and a 10-question quick quiz to test your knowledge and make sure you have all been listening. There is also a section at the bottom for feedback and questions. If you want to give us feedback on the sessions or ask a question about something that you need more clarification on, this is the place to do it.

The workbooks aren't seen by other learners just by your session tutor who will answer any questions you ask. The workbooks are important as they demonstrate your development during the course and prove you're benefitting with practical skills.

Some of the sessions will be more practical and we will ask you to upload your activities to us rather than fill out a workbook. If that is the case then there will be a document uploader on that day's page so you can easily upload things to us without the need for Google Drives and emails.

Coursework Assignments

Each week you have a self-study period on a Friday morning.

This 3-hour session should be used to complete any outstanding workbooks and assignments from your sessions during the week. You will also be expected to complete your weekly coursework assignments.

Each week you will be set two assignments, one based on the modules you have had that week and one from Google Digital Garage.

Google Digital Garage is a free education portal from Google. It includes courses for all kinds of subjects within the digital framework. Although there are sections covering all topics in the Bootcamp, we are going to focus on the ones that we don't cover. Each module we will ask you to complete is relevant to you in expanding your digital knowledge.

The modules take around an hour each to complete and you will work through them on Google's platform. When you have completed the module, you will be awarded a certificate or a badge which we want you to download or screenshot and send to us as your evidence.

There are seven modules across your coursework projects and another two built into your final session to give you extended learning and useful skills outside of our Skills Bootcamp syllabus.

These topics include digital well-being, online security, selling globally and more.

The content assignments are set by us and are based on your learning from that week. There is a mixture of workbooks to complete or an uploader to send your information and examples.

The coursework and workbooks throughout the sessions all count towards 40% of your completion grade. So yes, you do need to do them!

For those that don't have a business

If you do not have your own business, we would like you to create a Project Business, you use this business model as the foundation for all your daily activities during your sessions. Some of our learners have decided to use this business model instead of their own business so that they can look at all the elements afresh, especially in areas where their own business isn't applicable to the course content.

Project Business

You are starting a new business. This new business is going to sell either health and well-being or a beauty product. This product can be a health food supplement, skin care cream, perfume, beard oil, or whatever you fancy. **For those that don't have a business, we recommend you use this 'dummy' business on all your session activities to create your content and develop your strategy.** We are not interested in the product itself, so you don't need to detail the actual sale item excessively. We are interested in the ideas and strategy to sell and promote it.

Evidence

You are all on this Skills Bootcamp for a different reason, some of you want to develop your businesses, some to learn new skills, and others to change their careers and take a different path.

As you know this course is fully funded, but you need to do your bit too. ***If you are self-employed and developing your business you will need to show us evidence of income generated by your new skills.*** It might be your first sale on an e-commerce website, your first job through Fiverr or a sale from a Google ad. ***If you are looking for work or changing careers then you will need to evidence of job applications you have made during the course.*** If you have any questions about this section, feel free to get in touch with Irfana, Andrew or Phil and they will be able to help you. You can keep any of your evidence in your google drive.

If you are looking for work with us at the end of the course we will also need you to submit an up-to-date CV. If you are struggling with this get in touch with Phil our Placement Officer and he can help you out.

FAB – Features Actions Benefits

Throughout the sessions, you are going to be asked to keep a set of FABs. We will go into this in more detail during our session tomorrow and we will be using some of the session time to start filling it out.

It is important as a record of your development and objectives during the sessions. No other learners will see them, they are private to you but we do have to submit them to our funders to be able to get the funding for your sessions so please take them seriously and keep them up to date. They are part of what will be earning you your £3000 of course funding. ***They are also very useful for setting yourself targets of what you want to achieve, either in your business or in your career and give you something to work through and aim for.***

Schedule

You do have a schedule of sessions in your learner pack and on your learner dashboard but we are going to run through them all briefly just to give you a better understanding of what's to come. In a lot of cases the Thursday session is given over to a practical where you get to get hands-on and practice what you have learnt in the sessions that week, it's the session where you get to decide what you want to cover.

Occasionally we need to change trainers and session order, for example, if a trainer is ill, but we will endeavour to match the timetable in your learner pack. And of course, let you know in advance of any changes. ***The course content is broadly split into three sections***

Research

We will explore the social media platforms available, and look at market research for your product. Looking at possible competitors and their marketing, your target audience and position in the market.

Development

We will look at creating content for social media and blogs, paid adverts across social media platforms, email marketing and how to understand your results.

Take it to market

We will look at web design and the differences between the main platforms. We will introduce you to several e-commerce platforms and marketplaces where you can launch your product. We will look at the Google tools available to help you promote your product and website and show you some SEO tools to help you rank better in search engines.

We try and run the course content as we would in a real product launch, so if you are starting it gives you a better idea of what order you should be doing things in and it has a more logical flow.

Week 1

Setting the Scene – In today's session where we look at the course as a whole and you get the chance to look at your USP, Hook and create a Mini Pitch.

Introduction to Digital Marketing - We look at digital product marketing and you will create a target market that you want to focus on across the sessions. We also start your FABS profile.

Presentation Skills – you will look at a range of leadership skills and presentation skills along with Zoom etiquette all designed to help you build confidence during your sessions. You will also spend time creating a CV.

Facebook - The first of your social media sessions. We run through Facebook and its tools, and we look at shops, groups, and the marketplace.

Week 2

Instagram - We look at the type of content options available, what you should be posting and some of the tools on offer like hashtags and influencers.

LinkedIn - We look at personal and business profiles, connecting to the right people and the tools available to make the most of this B2B platform.

TikTok - With the rise of TikTok in the social media landscape we walk through creating accounts and creating engaging content for a fun and busy profile.

Pinterest & Best of the Rest - We take a look at Pinterest and the best of the rest of the social media channels out there.

Week 3

YouTube and video - We look at creating an account, creating videos and the tools in the platform to help you make the most of video, one of the most powerful tools in digital marketing at the moment.

Email Marketing - Looking at platforms like Mailchimp to harness the power of targeted marketing straight to a customer's inbox

Market Research - We look at market research in the digital market, and why we use it and we look at SMART goals and primary market research.

Chat GPT and Google Bard – With the upsurge of AI in digital marketing we introduce you to the tools, and the opportunities and show you how to use them properly.

Week 4

Content Creation for Social Media – a practical session, we look at campaign types and creating the right content for the right platforms.

Content Creation for Blogs and Web - we look at creating more in-depth content, articles and blogs for SEO and promotion

Imagery – We look at creating images to support your social media, online shop and blog creation.

Canva - A practical session where we go through Canva, the tools and resources in it and look at how it can help you create graphics for your social media, website and more.

Week 5

Google tools - We run through all the tools Google provides to help you market like a master.

Analysis and Trends - How to analyse the stats and figures in the social platforms and google to help you target your efforts and make better use of your content and budget.

SEO Content – We look at how to use the tools available to create and optimise your content.

SEO Performance – We look at how the performance and speed of your site can affect your SEO and the tools that can help you get a better ranking.

Week 6

Planning a Website - We look at how to plan the best website, considering your design, SEO and future development.

Build a Wix Website – You get hands-on with the Wix site builder to practice creating a website.

Best Practice & Design Essentials - We look at essential elements to include, including accessibility, and navigation.

E-commerce - We look at the various platforms and options available, and things you need to consider when choosing the right one for you.

Week 7

Marketplaces - Looking at the other places you can sell instead of or as well as your website. The costs, pros and cons for retail, services, and trades and we take a look at drop shipping and affiliate programs.

Social Media Paid Ads - we look at paid ads across the various platforms, how they work and why you should use them.

Meta Business Suite – We run through the tools available in the latest version of Meta Business Suite to help you get the best out of the platform.

Google Ads – We spend a session looking at the all-powerful Google ad, the different options and how to get the best results.

Tools and Resources - We take another look at the video and create a digital toolbox to use across all your platforms.

Week 8

Customer Service – we look at how to communicate with your customers, deal with feedback and some of the policies and terms you need on your website and why.

Tools & Resources - We look at useful tools to help you create and organise your digital content.

Personal Skills – We look at skills and confidence and mindset. How to deal with the things that the industry throws at you and how to take control of the situation and not be overwhelmed and frustrated.

Graduation – Your final session where we fill in any gaps, answer any questions and finish off any final paperwork.

Introduction Questionnaire

We have gone through the intro and I have set the scene of the Skills Bootcamp. Now we need to set the scene for each of you. In a few minutes, we are going to look at your USP – your Unique Selling Point and you are going to create a mini pitch to introduce yourself to the rest of the group. Think of it as the basis for the bios and profiles you are going to need on your social media platforms.

Before we do that, ***I'm going to ask you to complete a skills questionnaire.*** I have put the link in the chat. ***Please fill it out and be honest, no one is going to criticise you for anything you say, and your answers are not going to be shared with anyone other than the trainers.***

www.dms4all.co.uk/learner or use the link in your dashboard

We are asking for this information from you for two reasons, so we can gauge your abilities in all the areas of the course, allowing us to tailor the content accordingly; and secondly, we are going to ask you to do a similar one at the end of the course so we can measure your progress. If anyone needs any extra help make sure you note it in the questionnaire and then we can make sure there is all the help you need available when you need it.

Let's take 10 minutes and go through the questionnaire. Make sure you put your name on and include your email address and then we can identify who's whose. When you have finished submit it back to us and then we will move on to the next section.

That's all the housekeeping and form filing done for today, now it's on to the good stuff. For the rest of this session, we are going to look at USP, Hooks and creating a mini-pitch. Instead of just going around the room and asking you to introduce yourselves, we are going to make you work for it! We are going to start by picking your coursework product.

Let's move on to a bit of brand identity. We will start with USP.

What is a USP?

USP is your Unique Selling Point. It's what makes you different from the rest. It might be the product you sell, the way you work or the skills you are bringing to the table.

According to good old Google:

"A unique selling point is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as "what you have that competitors don't."

“In online marketing, communicating your USP clearly and quickly is one of the keys to getting potential customers to convert on your site.”

If you are on this course to develop your skills for your business, then your USP will be based on what makes your business unique from your competitors. If you are here to up-skill or re-skill, then think about what makes you different from the other candidates that might be going for the same job.

It might be experience, language, background, or whatever you feel it is, everyone has one. It's a technique that was developed in successful advertising campaigns in the 1940s. In our modern times of selfies and influencers, the term has been used not only for products and brands but 'personal brands' too.

For products, the USP needs to get you to buy a product for a specific benefit. Think Dyson with its cyclone cylinders, McDonald's with their specific taste, and Fairy liquid with its long-lasting bottles. Minstrels melt in your mouth, not in your hand...

The idea of a USP is to help customers differentiate between products in the same market and ideally create product recall or brand awareness.

A good USP should target a specific audience. Not only that but it should not only be unique but also keep its promises to prove trustworthy.

- ***Pick out key elements that you do that your competitors don't***
- ***Little details can be everything***
- ***Use customer comments or feedback***
- ***Don't be embarrassed to use it.***

Activity one

Workbooks out please...let's do the first part of the activity.

Think about a USP for yourself, your business, and your product. Ask yourself what makes you different, what makes your product different, your brand, and what you have that's special to impress an employer.

Write it in the box or make a list of features. You don't need to share it with anyone for now, but let's just take 10 and jot down some ideas. This activity is split into three sections so don't submit until you have done all the sections.

Time for this activity: 10mins

The Hook

A hook, a strapline, a tagline. All the same thing, simple but effective they are one of the things that help create brand awareness and product or person recall.

Your brand strapline expresses your brand personality. It sets the tone – whether it's serious, smart, or tongue-in-cheek. It helps people remember your business more easily. Sometimes the brand strapline is one of the first things customers say about a business.

- If I said “Every Little Helps” whom would it be? Tesco
- “It does exactly what it says on the tin” - Ronseal
- “Finger Licking Good” - KFC
- “Maybe she’s born with it” - Maybelline
- “Have a break - Have a KitKat”
- “Because You’re Worth It” - L’Oréal

A hook or a strapline is a powerful tool to help people remember you. If anyone has ever or is ever going to do a BNI breakfast meeting, then it’s part of the format of your 60-second pitch to include a hook. To help people remember you. We had some great ones in my old group.

- Astley Access - Never going to give you up, never going to let you down
- Micheal Sewell Photography - I get paid to shoot people
- Ink Squid - Cartridges and ink from under a squid

You get the idea.

A strapline can form part of a logo, the lead-in on your website or part of your bio on your Facebook page. However, you use it, it’s an integral part of any brand identity.

To help you create a strapline, these are things it should do:

- **Confirm your brand positioning.** It helps to attract the customers you serve. (And it could also define whom your brand competes against).
- **Engages your potential customers emotionally.** Your brand strapline expresses your brand personality. It sets the tone – whether it’s serious, smart, or tongue-in-cheek.
- **Helps people remember your business more easily.** Sometimes the brand strapline is one of the first things customers say about a business. Think Nike - Just do it. Audi - Vorsprung Durch Technik (Being Ahead through Technology).
- **Communicates what your brand stands for.** L’Oreal started using the strapline ‘Because you’re worth it’ to express its commitment to ongoing product innovations and improvements. And now this strapline plays a key role in brand messaging and customer communications. They use variations such as ‘Because we’re all worth it’ and ‘Show Us You’re Worth It’ (great for Instagram). This shows how a brand strapline can evolve yet stay fresh and engaging.
- **Perhaps most importantly, your brand strapline helps to differentiate your business – and it makes it harder for competitors to copy.**

Activity Two

Let’s take 10 minutes to **come up with some ideas for a strapline**, if you already have one, list that but let’s see if we can come up with something else too. You might want to incorporate something from your USP that you just created. You might want to create something funny or something a little bit clever. If you are creating one for yourself as a candidate, think about what you actually

do. Think about something that makes you special. Jot down some ideas and then we will move on. Time for this activity: 10mins The Pitch

This is what it's all been about. Don't think that pitching is just for sales guys in suits trying to get that big client. In digital marketing, any new prospect you are speaking to that doesn't know your business is a pitch. It's the way you promote yourself on your socials and your website.

What's your objective? Do you want to make a connection, make an appointment, gain information, or make a sale?

Things to remember, people, whom are you trying to engage? When you get in front of them, ask them questions, engage in conversations early, and pitch at the right time, you want to engage not force a sale.

The Pitch should be short and to the point, keep it factual. Grab my attention – 20-second rule - you have on average 20 seconds to get the listener's attention.

Start as a story about you, your company, or your product to build credibility. Build in interesting facts but don't waffle. Be confident, and believe in what you are saying, your viewer/listener will be more likely to believe in it too.

Solve problems, identify a need, and provide a solution. All these things go a long way to helping you start a conversation about yourself or your business. If you can confidently stand up and encompass your business or yourself in one short pitch, then you can help yourself start from a much stronger position. Give people answers to questions before they need to ask.

Think McDonald's - Do you want fries with that?

When you tell people what you do, don't just give them your job title, tell them what you DO.

Are you a doctor or do you keep people healthy? Are you an IFA or do you help people manage their money and save for their future? Are you a wedding planner or do you give people a wedding day to remember?

Think outside the box, and be original, interesting, and helpful. The whole point of this is to stand out from the rest of the crowd.

The final part of the activity. Using your USP and your Hook, **create a 60-90 second pitch to introduce yourself to the rest of the group.** Write it down, tweak it, read it out a few times, and time yourself. We will take about 15 minutes to do this and then I'm going to go around the room and ask you to pitch to us.

Tell us:

- Who you are
- What you do
- What you want to achieve from this course
- Your closing Hook

For example:

I'm Lisa Miller, I'm a marketing mentor to businesses large and small. I help people create strong brands and cracking content to promote their businesses and products using social media and digital marketing tools. I'm a satellite part of my customer's team, helping them reach their business potential.

I'm on this course as your teacher and mentor to help you reach your business potential too.

So that's me, Lisa Miller, WooCreative, creative thinking for business for 25 years."

If you want to film yourself doing your pitch as part of your evidence feel free, there is a section in the portal for you to upload evidence for your portfolio. Just go to the Upload section in the mini navigation. Make sure you include your name and email and then we can make sure it all gets saved to the right place.

Don't forget

Make sure you complete and submit your workbooks. Once you do you will get a copy of your completed workbook and links to download a copy of today's notes and slides.

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.

Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

Up next

See you tomorrow for an Introduction to Digital Marketing, Target Market and FABs