

GET SET

FOR SKILLS

DIGITAL MARKETING

SKILLS BOOTCAMP GUIDE

**FULLY
FUNDED
COURSES**



The Skills Bootcamps are part of the UK Government's Lifetime Skills Guarantee, helping everyone gain skills for life, and are funded and managed by the Department for Education, Solent Growth Partnership and Portsmouth City Council, delivered by GetSet for Skills which is part of YTKO.



Bootcamp content

The content will cover all the fundamentals you need to develop your understanding, fast track your skills and build your digital marketing strategy.



Bootcamp delivery

There will be 16 weekly Bootcamps in total, all delivered by experienced tutors via a blended approach of in-person and online (Zoom).



Flexible formats

All slides from each Bootcamp will be available online for you. We will also provide recordings from each Bootcamp, so if you do miss a session don't worry. You can also access the training again as and when it suits you.



Learner Administration

Prior to the start of the course, we require learners to complete the Skills Bootcamps Learner Declaration, which is necessary for you to finalise your enrolment.



Wrap around learning support

As well as the core Bootcamps, you'll have access to a full package of support designed to help you succeed. This includes optional 1-to-1 sessions with tutors, weekly peer-to-peer learning groups, and regular progression meetings to keep you on track.

You'll also be invited to **join bonus workshops**, with up to three sessions each week on specialist topics such as AI tools, website optimisation, and the psychology of selling online. These are perfect for deepening your knowledge in key areas of digital marketing.

Can't make a session? No problem. **Recordings of every Bootcamp** are available.

If you miss a live workshop, you'll receive a copy of the recording and simply need to complete a short questionnaire to confirm your learning. You can then book 1-to-1 time with your tutor to discuss the content and get personalised support.

With flexible ways to learn and expert guidance throughout, you'll have everything you need to apply your new skills and move forward with confidence.

BOOTCAMP SESSIONS

1: Learner Enrolment Session

- Course walk through: understanding of the outcomes and expectations
- Overview of the Competency Framework and Portfolio
- Meet the tutoring team
- Digital Marketing essentials
- Networking
- Any questions answered

2: Digital Marketing Strategy

- Understand what a digital marketing strategy is and why it's important
- Identify the key components of a digital strategy (audience, channels, messaging, goals)
- Review examples of SME digital marketing strategies
- Begin drafting a simple strategy based on your SME brief

3: Positioning and Value Proposition

- Understand what a value proposition is and why it matters
- Analyse competitors to identify your SME's market position
- Create a clear positioning statement
- Build a compelling value proposition for your SME brief

4: Building your Brand

- Explain what a brand is and how to identify brand values
- Explain their SME brief brand values
- Create example marketing content and planner to support those brand values

5: Social Media & Advertising

- Identifying the best social media platform based on their SME brief and brand values
- Write and plan social media content
- Placing adverts on Facebook, Instagram and LinkedIn

6: Reels & Video Content

- Producing video content via social media platforms
- Legal and privacy requirements around creating responsible video content

7: Marketing Trends and Search Engine Optimisation

- Find and present market trend information
- Test a product or service with a potential market
- Develop a plan for a website structure
- Write basic copy for a website
- Create and implement an SEO plan

8: GDPR & Data Handling Techniques

- Understand what GDPR is and how compliance can affect a business
- Understand the importance of handling personal data and keeping it secure
- Identify the benefits of using a CRM system

9: Selling your Strategy

- Understand the sales funnel and how it supports customer journeys
- Use the RACE framework to structure digital marketing activity
- Set SMART goals aligned with your strategy
- Create and use a simple KPI tracker to measure success

10: Present your Digital Marketing Strategy

- Recap key learning from the full Skills Bootcamp
- Review and apply planning frameworks (e.g. RACE, funnel, SMART goals)
- Present a completed digital marketing strategy for your SME brief
- Receive feedback and identify next steps for implementation and further support

Bonus Workshops – Expand Your Skills Further

- In addition to the core modules, learners can access a series of optional bonus workshops each week. These sessions dive deeper into specialist areas of digital marketing to help you stay ahead of the curve. Topics include:
- Using AI tools to boost content creation and productivity
- Website optimisation for user experience and conversion
- The psychology of selling online and how to influence customer behaviour
- New topics are introduced regularly, and you can attend as many as you like to broaden your learning and strengthen your strategy.

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Overall, a very valuable and comprehensive training programme that is of great value to my business and I now have a marketing plan which I am implementing immediately. I am very grateful for the opportunity to take part in this course.

Jean-Paul

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It was an amazing course! A fantastic mix of theoretical knowledge and practical help to put it into practice.

Nikki

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Thank you to the Solent Partners Skills Bootcamp Scheme and Get Set for Skills, YTKO – the learning has empowered me with new digital competencies, a supportive network and renewed confidence to embrace the evolving Marketing world.

Jane

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I've been continuing the digital marketing since finishing the Skills Bootcamp and in the last month I've managed to reach 30.8K new accounts on Instagram, rather than our average 8K a month, which is amazing!!

Kiernan

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The training I received through your team gave me not only the practical skills I needed—particularly in digital marketing—but also the confidence to start applying those skills straight away. It's made a noticeable difference to how I approach my business.

Amanda

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If you have any immediate questions, please email:
skillsbootcamps@getsetforgrowth.com
 and the team will be very happy to help.

Funded by



Delivered by



Solent Growth Partnership has successfully secured funding from the Department for Education (DfE) to support the running of Skills Bootcamps in the Solent region. This funding will boost the Solent's workforce, ensuring employers have access to new talent, and individuals acquire the skills to get the type of jobs that they aspire to.