



Need to improve your digital marketing skills for business or professional use?

We have just the right course for you!

Sign-up for your course today, visit: [www.concisetraining.net](http://www.concisetraining.net) or call 01865 522658



# The future of marketing is digital!

Social and digital marketing is set to be the future of marketing. Businesses need to adopt digital marketing methods to appeal to the increased number of consumers looking to the Internet for content. 89% of the total UK population are internet users, spending half their time on social media. Businesses are increasing looking for help to promote products and services online.

Move into a new social media or digital marketing role within your business, join a digital marketing agency or set up your own business to manage social media and digital marketing for others.

Concise Training has a range of supported distance learning courses to enable your social and digital marketing learning depending on your starting point and the role you wish to move into.

Stand out from the crowd with a social or digital marketing qualification.

## Which is the right course for you?

### Social Media Short Courses

Some of our online courses are available individually so you can learn how to improve your use of social media marketing channels in your business or for your personal use. 10 of these courses are CPD accredited. Optional assignments need to be completed to achieve the CPD accreditation. Find out more [here](#).

### Social Media Complete Training Package

This is a complete package of learning comprising 12 of our most popular elearning courses. 10 of these courses are CPD accredited. Optional assignments need to be completed to achieve the CPD accreditation. This package is aimed at individuals who want to know how to use each of the social media channels for business but do not need to obtain an accredited qualification. It can be started when you are ready and gives you access to all the modules for 12 months. Certifications of completion are available on request. Full support is included. More details online [here](#).

### Social Media Certificate (iTQ)

Learn to use a range of social media channels in a structured way. You will learn using 12 high quality, interactive elearning courses. You will be asked to complete 11 assignments to show evidence of practical use of the channels. Individual feedback is given on each assignment to enhance your learning. Once all assignments are complete, you will achieve the City & Guilds iTQ Social Media Certificate. This is a highly practical qualification aimed at individuals who are new to the use of social media. It is suitable for individuals using social media for business as well as those using it for their own professional brand. Full support is included. [More](#)

### Diploma in Social Media for Business

Take your use of social media to the next level, with our City & Guilds Diploma in Social Media for Business. This qualification is aimed at those who use a range of social media channels but want to learn about the application of social media in a marketing environment. The training delivery uses 13 webinars and 15 elearning courses over 12 months with start dates in January, March, May and September. Assessed via a portfolio of evidence with assignments designed to capture practical skills and understanding of social media within a business. Individual, personalised feedback is given on each assignment. Full support is included. [More](#)

### Diploma in Digital Marketing

These days, it is important to understand digital marketing as a whole. This course covers the full spectrum of digital marketing from social media, websites, email newsletters and content marketing within a marketing environment. The course provides comprehensive cover of digital marketing techniques including creating a digital marketing strategy (with customer audit) and marketing plan, designing and creating an optimised WordPress website, using email newsletters and creating a range of digital content including videos, ebooks, infographics, images, blogs, status updates as well as digital advertising and lead generation. The course is taught over 15 months, using 19 webinars and 17 elearning courses with start dates in February, June and November. It is assessed using a portfolio of evidence designed to capture practical creation of content, websites, etc. as well as establishing a sound knowledge base. Individual, personalised feedback is given on each assignment to ensure full understanding and practical use in a business environment. Full support is included. More details [here](#).



Course details	Stand Alone Courses Available	Social Media Complete Training Package	Social Media Certificate (ITQ)	Diploma in Social Media for Business	Diploma in Digital Marketing
City & Guilds accredited qualification			✓	✓	✓
Learning topics					
Twitter	✓	✓	✓	✓	✓
Facebook (CPD)	✓	✓	✓	✓	✓
LinkedIn (CPD)	✓	✓	✓	✓	✓
Google+	✓	✓	✓	✓	✓
Social media strategy (CPD)	✓	✓	✓	✓	✓
Content curation				✓	✓
Search Engine Optimisation (CPD)	✓	✓	✓	✓	✓
Wordpress for websites (including Google analytics) (CPD)	✓	✓	✓		✓
Pinterest (CPD)	✓	✓	✓	✓	✓
Instagram (CPD)	✓	✓	✓	✓	✓
Video (CPD)	✓	✓	✓	✓	✓
Images	✓	✓	✓	✓	✓
Create blog content			✓		✓
Learn to blog (CPD)	✓	✓		✓	
Google analytics				✓	
Principles of marketing				✓	✓
Competitor analysis					✓
Marketing audit					✓
Marketing audit / Marketing strategy					✓
Digital advertising			✓	✓	✓
Mobile marketing				✓	✓
Legal considerations				✓	✓
Measurement	✓	✓	✓	✓	✓
Email marketing					✓
Develop own professionalism					✓
Content marketing				✓	✓
Writing digital copy					✓
Understanding fundamentals of business					✓
Practicalities					
Course length	12 months	12 months	11 months	12 months	15 months
Cost (exc. VAT)	£99.00 each	£829.80	£1080	£1908	£2880
Monthly payment plan available		✓	✓	✓	✓
Copy of Social Media Made Simple				✓	✓
Regularly updated elearning courses	1	12	12	15	17
Live input (webinars)				✓	✓
Optional assignments to achieve CPD certification	✓	✓			
Portfolio assessment			✓	✓	✓
Distance support and mentoring	✓	✓	✓	✓	✓
Start any time	✓	✓	✓		
Fixed starting date				✓	✓

## Social Media Online Courses with 5\* support

Our online courses walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. Learn in your own environment, at your own pace.

- Highly interactive – video, scenarios, checklists & more
- Ongoing online support – get your questions answered
- NUS registered – apply for your student card



## CPD Accredited Elearning Short Courses

To view each course in detail, click the corresponding icon.



**Social Media Strategy for Business** (17 hours)



**LinkedIn for Business** (11 hours)



**Learning to Blog** (19 hours)



**Pinterest for Business** (10 hours)



**Facebook for Business** (15 hours)



**Twitter for Business** (13 hours)



**Instagram for Business** (5 hours)



**Video for Business** (19 hours)



**Introduction to Search Engine Optimisation** (6 hours)



**WordPress Websites** (15 hours)

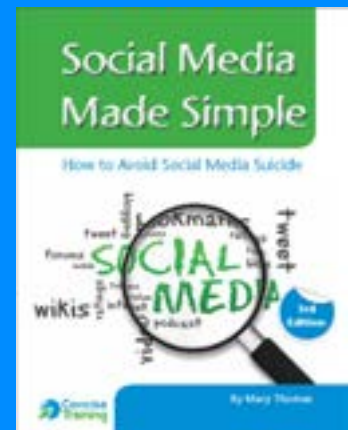
ECLAS funding is available for our qualifications, together with monthly payment plans.

## Why Concise Training?

- We created the Social Media Certificate (iTQ) in 2012, the first accredited social media qualification.
- We worked with City & Guilds to create the units and criteria for the Diploma in Social Media for Business.
- We work with a number of training providers to provide resources for the Digital Marketing Apprenticeship standard.
- Our individual e-learning courses are licenced by a number of third party training organisations.
- Director, Mary Thomas has worked with businesses of all sizes to help them create and implement a social and digital marketing strategy.
- We pride ourselves on the quality of our up to date elearning materials and the personalised, individual feedback and support we offer.
- Learn while you earn and apply what you are learning immediately.

## More from Concise Training:

- ✓ [Public workshops](#)
- ✓ [Bespoke face to face training](#)
- ✓ [Elearning](#)
- ✓ [City & Guilds distance learning qualifications](#)
- ✓ [Digital Marketer Apprenticeship Standard Resources](#)
- ✓ [Books](#)



'Social Media Made Simple' is an excellent resource to accompany the City & Guilds qualifications as well as an aid to create a social media strategy for a business.

**Buy Social Media Made Simple**

£15.99 Now £10.00

