



APPRENTICESHIPS

Level 3 Diploma in Social Media For Business

This apprenticeship is designed for businesses who wish to understand and take advantage of social media marketing as part of their digital marketing strategy.



NTG
TRAINING

Course Overview



As an employer, you may use this apprenticeship course to train a new starter, or to upskill an existing employee. This course is ideal for businesses who are looking to advance their marketing presence and impact using social media networks and tools.

It will equip learners with a range of skills, enabling them to produce a full social media marketing strategy for your business. They will then be able to execute that strategy to a high standard, using content creation, scheduling skills and content management tools to maintain an active business presence on social media.

They will study a range of platforms and tailor your business strategy to the correct platform to meet it's ideal market. This course will also equip students with all the necessary know-how to run successful ad campaigns on social media platforms.

Led by industry-expert tutors and made with business success in mind, this course teaches an indispensable skill-set for all businesses.

Upon completion of the course, learners will have a good working knowledge of:

- Implementing and designing a social media campaign in order to meet business goals.
- Optimising online content for keywords and SEO.
- Optimising a social media campaign using data, analytics and targeting to obtain a strong ROI.
- Using collaborative technologies to communicate and coordinate marketing strategy.
- Creating highly-targeted and effective social media campaigns.
- Using website software to create effective and efficient social media campaigns.
- Creating social media ads and promotions in line with business strategy.

This is a 21-month apprenticeship program.

The programme is delivered during normal working hours and training can be flexible to meet the needs of your organisation. We use a blend of online, webinar and practical sessions, and the apprentice will receive regular 1-1 sessions and support from their tutor.

Topics of Study for This Apprenticeship Include:

Principles of social media within a business

- The fundamentals of social media marketing for a business.

Principles of keywords and optimisation

- Understanding how to implement keywords and/or keyword phrases on a website to achieve maximise optimisation.

Social Networking Management for a business

- Using social networking for business in a cost effective and time efficient way.

Using collaborative technologies

- Using IT tools and devices for collaborative working and communications, such as web or video conferencing, instant messaging/chat, online phone and video calls; online forums, social networking sites, wikis and other centralised depositories for documents, blogging, RSS and data feeds, bulk SMS or online work management tools.

Use digital and social media in marketing campaigns

- Understanding planning requirements for the use of digital and social media and market to target customers using digital and social media.

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Topics of Study (Continued):

Creating and optimising content for the Web

- Creating optimised online profiles, blog and micro-blog content and the legal implications surrounding this.

Principles of Social Media advertising and promotion

- Understanding advertising and promotion within social media sites and the use of digital vouchers for a business.

Website software

- Using a software application designed for planning,



This Course is Fully-Funded

In Wales by the Government

With our apprenticeship courses, you have nothing to lose as an employer. If your business is based in Wales, the total cost of the course is fully-funded by the Welsh Government.

That means if you're training a current member of staff, there's no reason not to take advantage of this incredible opportunity to add new skills to your business.

The training is still free if you are taking on a new starter to enrol on this course, so if you have any questions about how the funding works, feel free to reach out to us using the contact information at the end of this brochure.

Apprenticeship Training: It's Not What You Think!

This training course is provided as part of the apprenticeships scheme, but don't let the unfounded connotations around 'apprenticeships' put you off!

Over the past few years the apprenticeships scheme has undergone a dramatic transformation. The government has recognised the need for employers to get modern skills into the workforce quickly, and the apprenticeships scheme can provide just that.

Forget the old-fashioned view of apprenticeships being for school-leavers who want to learn a trade - the modern apprenticeship couldn't be further from that!

Apprenticeships are recognised qualifications that can be obtained on-the-job. Your employee or new starter will be trained by industry experts using a course designed by industry leaders. They'll be actively applying everything they learn to their everyday role.

Don't miss out on this under-utilised opportunity to upskill your workforce for free!

Progression from the Diploma in Social Media for Business Level 3

The Marketing Executive Level 4 is the perfect course to progress to, for those who have completed their Level 3 Apprenticeship.

The Marketing Executive Level 4 Apprenticeship enables learners to see the bigger picture and to understand how their work impacts the business as a whole.

Learners will be able to apply the practical skills studied on their level 3 apprenticeship to create tailored strategies that are backed up by data, research and analysis.

They will gain critical thinking skills, to ensure their work is as efficient and honed as possible, leading to better ROI on marketing for the business.

This course is ideal for marketing staff who see themselves moving into management roles in the future.



Entry Requirements

Entry requirements may be deemed by the employer.

Learners may also need to complete English and Maths qualifications if they do not already have these to the required standard.

Qualifications

Level 3 Diploma in Social Media for Business

Study Marketing Apprenticeships with NTG Training

We offer a range of marketing apprenticeships for businesses, if you find these qualification doesn't meet your needs, we also offer a Digital Marketing Level 3 Qualification. Get in touch to learn more.

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