



Practical Training in Digital Marketing

You should learn from your competitor but never copy.
Copy and you die.



Specialist. 168 hours.





GET STARTED NOW!

- *Hello*
- *What is Digital Marketing?*
- *Why use Digital Marketing?*
- *Who uses Digital Marketing*
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- *Get in touch*

HELLO

“ Work is afraid of a skilled worker ”

The Learn My Way institute primes you with you those skills and what’s more - gives you Certification which is recognized and required all over the world.

Everyone can see in close what you’re capable of and what opportunities you can slot right into - or go create.

Pay a visit to us.



What is Digital Marketing?



1

Digital Marketing is an macro term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising and any other digital medium.

2

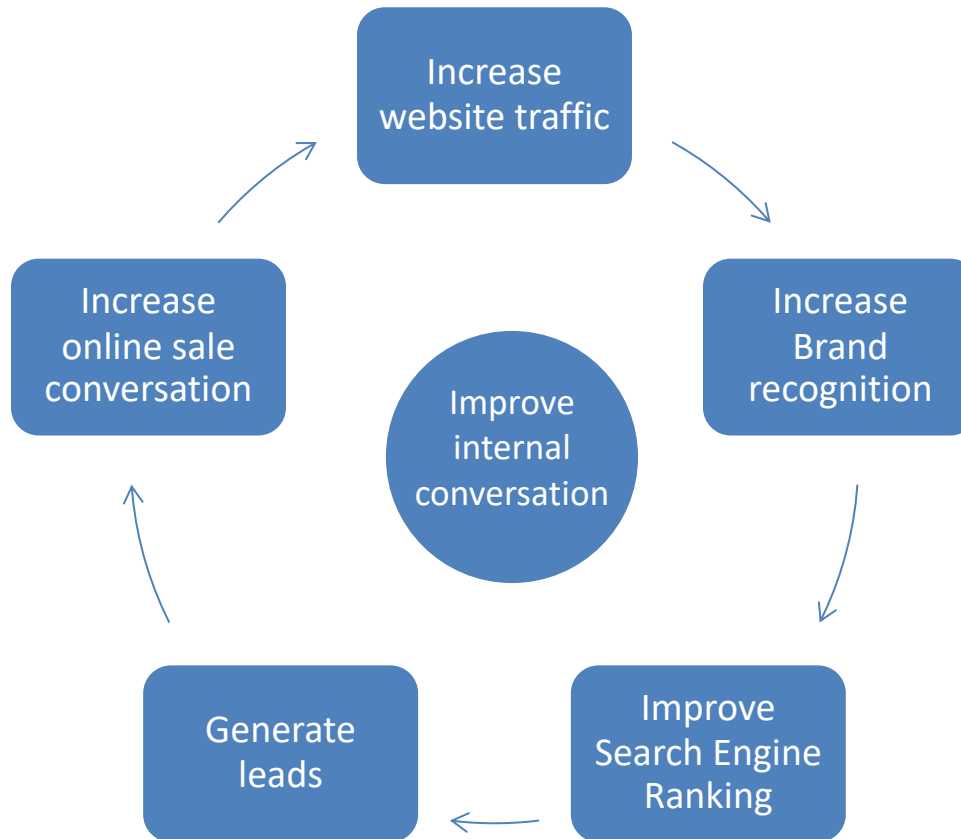
Promoting Products & services using digital distribution & social media channels to reach consumers in a timely, relevant, personal and cost effective manner

3

Leverages traditional marketing areas such as Direct Marketing by providing the same method of communicating with an audience but in a digital fashion

WHY USE **DIGITAL** **MARKETING**

Search is still the number one way consumers start looking for products and services, so DM is vital to just about every business.



WHO USES **D**IGITAL **M**ARKETING?



A

- Small to medium Business increasingly rely upon online digital techniques and distribution channels

B

- Digital communication and multimedia technologies are significantly changing the way SMBs
- Promote Products and

C

- Communication with their customers
- Market Services



Learn
My Way

BENEFITS OF DM



Impactful

Economical

Time & Effort saving

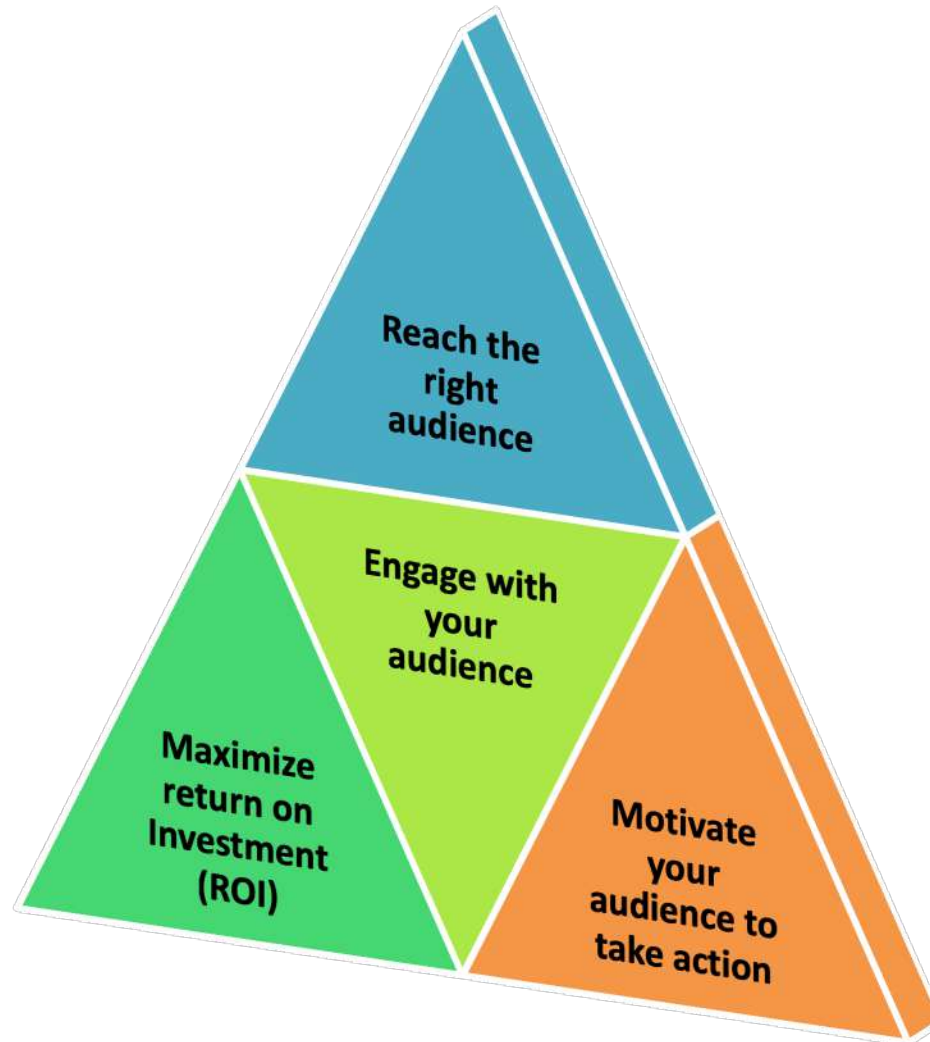


Flexibility

Real Time Analysis

Instant Feedback

OBJECTIVES



CONTENT OF **D**IGITAL **M**ARKETING



- Social Media Marketing
- Branding
- Content Development and Marketing
- Email Marketing
- Video Production & Advertising
- SEO
- Web Design
- SEM
- App Development
- Google AdWords
- Display Advertising
- Google Analytics & metrics
- Digital Marketing Strategy

DIGITAL MARKETING AREAS



- ❖ SEARCH MEDIA OPTIMIZATION (SMO)
- ❖ SEARCH ENGINE MARKETING (SEM)
- ❖ SEARCH ENGINE OPTIMIZATION (SEO)
- ❖ SOCIAL MEDIA MARKETING (SMM)





CAREER OPPORTUNITIES



DIGITAL MARKETER

Entrepreneur

Freelancer

Professional Job

Online Earning



Start your own
business



Work on
individual
projects



Work for a
company



www.kbmmediasolutions.com





Why *KBM Media Solutions*



- ❖ One to One Training with Expert Tutor Support
 - ❖ High Quality Practical Hands-on Training
- ❖ Work Experience Opportunities
 - ❖ Professional CV Writing Support
- ❖ Interview Preparation
 - ❖ Regular performance reviews to identify learning gaps
- ❖ Regular job market awareness sessions
 - ❖ Work placement and reference to employers
- ❖ 1 - 1 Training sessions with Professional Digital Skills Experts
 - ❖ Hands on training using various software, practices, exercises and case studies
- ❖ 100% Practical Training on real company files
 - ❖ Multiple locations



KBM has vast experience of Digital Skills Trainings in the UK and Europe In our portfolio we have the following achievements:



- 1000+ learners trained with Erasmus+ funding for Digital Inclusion Training Programs
- 1500+ learners trained with Facebook funding for Digital Skills Training Program
- 100+ learners trained with PSDF funding for Skills for Jobs Training Program
- 250+ learners being trained with BT funding for Skills for Tomorrow Training Program
- 125+ learners being trained with Google





DO NOT HESITATE

DO NOT MISS IT

BE PART OF THIS COURSE?

The DM program is ready for you. Let us jump into getting you on the spot

SEATS ARE LIMITED !

To book your free consultation, contact us via:

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