



RUNWAY TRAINING

DIGITAL MARKETING SKILLS FOR BUSINESS



PROGRAMMES WE OFFER



Social media essentials for your business



An introduction to SEO



Using Instagram for business



THE COURSES ARE FULLY FUNDED

HOW YOU'LL BENEFIT

- ✓ Gain essential knowledge to increase the visibility of your business online
- ✓ Grow the 'know, like, trust' element with your audience on social media
- ✓ Understand the fundamentals of digital marketing, social media and SEO
- ✓ Learn from practising digital marketers and industry professionals
- ✓ Apply the theory to your business to drive engagement and increase sales



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SOCIAL MEDIA ESSENTIALS FOR BUSINESS



Taught by practising
digital marketers



Delivered online with
no need to travel



Flexible start dates, start
when you're ready

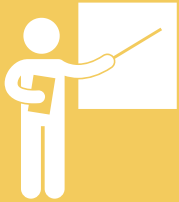
- Why social media is crucial to your business
- Creating a digital marketing plan and how social media plays a key role
- How to determine which platform your business should be on
- A brief overview of: Twitter, Facebook, LinkedIn, Instagram
- An overview on tools to support your success on social media



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AN INTRODUCTION TO SEO



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- What is SEO and why it's important
- SEO auditing and strategy
- SEO tools
- An overview on technical SEO. We'll be covering important information like site speed
- How to build a well optimised page
- Google tools and blogging
- What are Google ads and how they can contribute to your SEO Strategy



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USING INSTAGRAM FOR YOUR BUSINESS



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- The key features of the platform
- Understanding the Instagram algorithm
- Understand how to build engagement
- What type of content performs best on Instagram
- Understanding Analytics



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