



DIGITAL MARKETING SKILLS BOOTCAMP

Industry Led, Inspiring Change

For the career changers ready to pivot with purpose, the freelancers looking for ignition, and the small business owners ready to scale their digital presence. Digital marketing training built for the industry, by the industry.





THE KEY OUTCOMES

Freelancers & Small Business Owners

Equip yourself to grow, connect & take control of your business journey

- Learn how to **leverage digital marketing** to build visibility, generate leads, and grow your business
- Create a tailored **self-employed business plan** to carry you through the next 6 months and beyond
- 1-1 career support sessions to help you **navigate growth**, pricing, pitching, and positioning
- **Build confidence** in pitching and communicating your offer with clarity

Career Changers

Build confidence and gain the skills to step into a new career direction

- CV workshops to **reframe your experience** and align with industry roles
- **Guaranteed interview** with a hiring partner, plus mock interviews for real-world prep
- Build an **actionable portfolio** of work you can show to employers or clients
- Learn how to **position yourself in a crowded market** and stand out for the right reasons

INDUSTRY LED, INSPIRING CHANGE

another avenue
learning journey



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ANOTHER AVENUE DIGITAL MARKETING BOOTCAMP

WHAT WE COVER

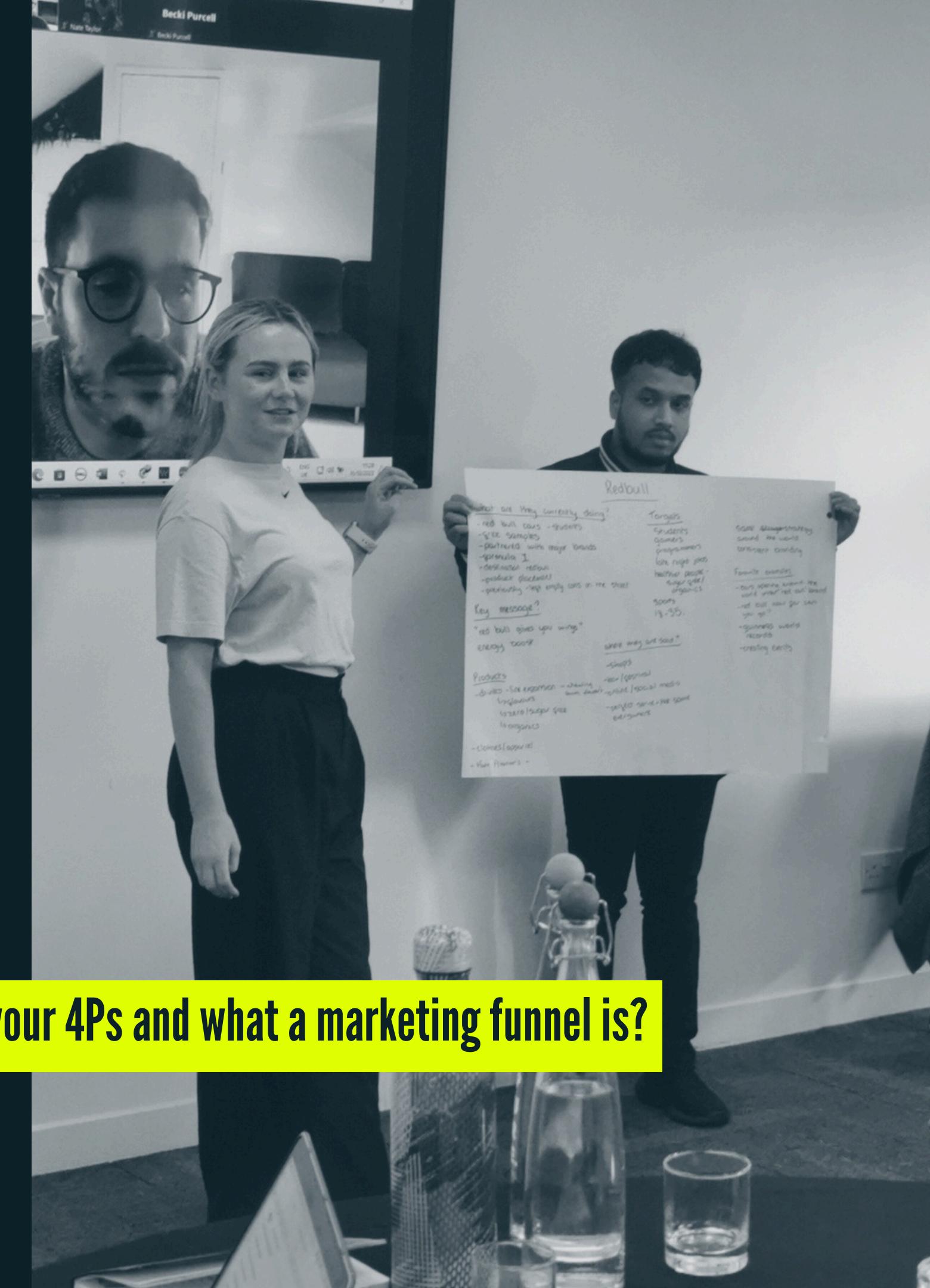
SESSIONS

- 1 Introduction to Marketing Principles
- 2 Graphic Design for Digital Marketing
- 3 Website Design, UX and UI
- 4 SEO and Content - By Dark Horse Agency
- 5 PPC (Google Ads) & Marketplaces
- 6 Careers Week - How to secure your first job role
- 7 AI, Organic & Paid Social Media Marketing
- 8 The Creator Economy - By SoSquared Agency
- 9 Email and CRM Marketing
- 10 Affiliate Marketing
- 11 Business Intelligence and Analytics
- 12 Sign off & Graduation

WEEK 01. Introduction to Marketing Principles

On day one, we will get you settled in and cover all aspects of housekeeping, ensuring you know exactly how to upload and keep track of your progress through goal setting.

This introductory session will cover what marketing is, define branding and its importance, and touch on the keystones of marketing strategy. We'll teach you the various marketing models and why they are important, including AIDA and the customer lifecycle, and educate you about branding and the importance of strategy to get your minds working and wondering how marketing in the business world works. We'll also showcase some classic marketing campaigns both old and new, discuss what a typical marketing role looks like, as well as the various types of roles within marketing and the difference between agency and in-house roles. Finally, we'll drum up excitement for the rest of the course as we introduce you to the rest of the curriculum.



Know your 4Ps and what a marketing funnel is?

WEEK 02. Creative Design for Digital Marketing

As more platforms emerge and visual creativity comes back to the fore, the demand for digital designers and creators has increased tenfold.

This session will run through the main skills and tools used to create engaging, creative content that helps brands capture attention and grow their businesses.

We'll be teaching the basics of using Canva, creative thinking, creating and responding to briefs, the importance of briefing, and the various assets required for campaigns and startups.

This session will also cover elements of packaging design, out-of-home creatives, and presentation deck design.

WEEK 03. Website Design and UX

You will spend Week 4 learning about how to create and optimise websites using key UX principles and also learn some of the basics of how websites are built and work in the backend. We'll cover how to build a basic Shopify site and all of the elements that make up a great ecommerce website. You will learn more about the field of user experience and how research is conducted through surveys and tools such as Hotjar to monitor how customers use sites to discover areas that can be improved.

WEEK 04. SEO and Content

The search engine optimisation (SEO) session will cover the basics, from how search engines work and current best practices to the differences between on-page and off-page SEO, created by industry partners Dark Horse. You will learn how the discipline has evolved as well as effective SEO strategies that drive performance in light of recent algorithm updates.

From a content perspective, we'll look at the role of search intent (also referred to as audience, user, or keyword intent) and how it helps to create and structure quality website content. You will also be taught the basics of copywriting and how it can be used to influence customers.



WEEK 05. PPC (Google Ads) & Marketplaces

The world of Google can be tricky for a beginner, so we'll unpick all the acronyms to look out for and techniques to give you the basic understanding you will need with regards to how the Google Ads platform works, how to create good copy for AdWords, how to optimise keywords and feeds and the difference between SEO and PPC.

In addition to this, we'll cover what it takes to grow a brand using Amazon as well as other marketplaces and the positives and negatives of doing this. We'll teach you how to create the best-in-class Amazon listings, how to find keywords to target, and how Amazon Ads work.

WEEK 06. CAREERS WEEK



For **career changers**, you'll benefit from **CV writing** workshops, mock interviews, and the tools you need to connect you directly with employers looking for digital talent.

For **freelancers** and **small business owners**, we'll help you refine your positioning and craft a self-employed strategy for growth through workshops, so you leave with more than skills, you leave with momentum.

You'll also have access to **1-1 career support**, **bi-weekly workshops**, and a **supportive network** to keep you accountable long after the course ends.

WEEK 07. AI, Organic & Paid Social Media Marketing

In Week 7, we'll be covering the channel which has caused the biggest shift in the last 10 years in marketing. Facebook and later Instagram have revolutionised media and allowed small businesses to grow significantly without the help of legacy agencies.

In this session, we'll cover how demographics and psychographics inform marketing campaigns; the creation of buyer personas; defining that all-important target audience; introducing social media management best practices; and, the difference between Organic vs Paid Social activity. After this, we'll practise by creating some creative Facebook and Instagram Ads and look at and critique some current live examples.

WEEK 08. The Creator Economy

This session will look at a big shift in how creators are making money and how UGC has changed over the last few years. In the last 5 years, TikTok has grown to over 1bn global users, and over 167 million TikTok videos are watched every minute. In conjunction with industry partners SoSquared, we'll be teaching you what makes user generated content different from other marketing channels, and how this may change and develop in the future.

Learn why influencers are moving to TikTok, the power of building an audience across multiple channels and appealing to niche audiences, and why brands are so keen to partner with creators.



WEEK 09. Email and CRM, Marketing

Email campaigns have multiple layers, so we'll uncover how to match audience engagement to appropriate channels and messaging, advanced email marketing techniques, how to calculate open rates, click-through rates and ROI, as well as how to understand CRM strategies, email workflows, and automation. We will also cover the important topic of GDPR and what can and can't be used, done, or said. As well as email, we'll take a look at other retention strategies such as subscription models, SMS marketing and the power of community.

WEEK 10. Affiliate Marketing

In addition, we'll look at how Affiliates and Brand Partnerships can help to drive business growth and the types of strategies used by brands to grow these channels. We'll look at how brands use events both online and in-person to build their brand awareness and amplify their partnerships and product launches.

We also look at how AI can now be used to create targeted ads, write copy, and design websites. How to free up your time to focus on other tasks, How Machine Learning, Deep Learning, Data Science, Knowledge-Based systems, Robotics and Automation are used within an application of Artificial intelligence

WEEK 11. Business Intelligence and Web Analytics

We will use all the previous weeks' learning to start to analyse how well all of your marketing campaigns are performing. We'll look at how to create data dashboards and interpret the results.

We'll cover the main basic metrics and how to calculate them and the difference between vanity and quantitative metrics. We'll look at how web analytics works using Google Analytics and the key performance indicators that different types of businesses use to measure success.

WEEK 12. Sign off & Graduation

We wrap up the final week with a celebration of your journey so far. A panel of guest speakers will join us to share insights, reflect on the industry, and inspire your next steps.

All learners will complete a final sign-off process to graduate and prepare for the 6-month career support process. You'll receive personalised feedback on your final project and leave with a clear direction, whether that's launching into employment, growing your business, or continuing to build your brand.

PROJECTS

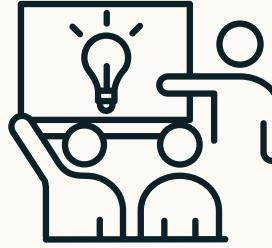
Projects are set on day 2 of the course:

As you progress you will continuously put your new found knowledge into practice in a project that will culminate as a full marketing campaign that you can add to your portfolio. You will create a holistic campaign including a landing page and a content calendar, demonstrating and providing examples of copy, and explain the theory behind those decisions. You can tailor it to the career you wish to pursue



Graduates receive career support for six months after completing the course

THE PROFESSIONAL DEVELOPMENT STAGE



Weekly Workshops

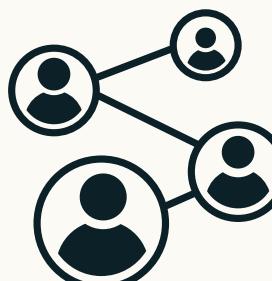
A midweek power hour for growth and clarity. Every Wednesday, we host focused sessions tailored to either career changers or small business. We explore real-world topics that matter, from interview tips and money mindset to navigating imposter syndrome. Whether you're building a business or breaking into a new role, these sessions are designed to help you move forward with purpose, confidence, and a stronger sense of community.



1:1 Career Support Sessions

Our dedicated employment specialists are here to **support you, one-to-one**. Whether you're navigating the job market, need a second pair of eyes on your CV, want to practise with a mock interview, or need help refocusing your self-employed business plan... we're here to help you move forward with clarity and confidence.

These sessions are your space to ask questions, get personalised advice, and stay on track toward your goals.



Join Our Supportive Alumni Group

All Another Avenue graduates are invited to join our **Alumni**, a growing network of driven career changers, freelancers, and small business owners who've walked the same path. This space is designed for continued support and connection. You'll get:

- **First access** to job and freelance opportunities
- Invitations to exclusive alumni-only **workshops and guest speaker sessions**
- A space to **share wins, ask questions**, and stay accountable

PORTFOLIO

Your portfolio is the basis of your CV - Just like your project, your portfolio will be a work in progress that you will continue to add to beyond the course. We'll show you how to structure and develop this across different platforms throughout the bootcamp.



ABOUT ME

Having started my own e-commerce brand, I am passionate about online customer empathy -- how customers interact with the websites that I create and how delightful the entire user experience is for them.

OUR CORE VALUES

At Another Avenue, we believe in real change. Our 12-week Digital Marketing Bootcamp is for those ready to build something bigger, with immersive, hands-on training led by industry professionals. We mirror the pace and pressure of the real world because we're not preparing you for the classroom – we're preparing you for your career. You'll be surrounded by people who share your drive, guided by mentors who understand the journey, and supported in an environment that challenges you to grow.

NURTURE

ACCELERATE

INNOVATE