

# DIGITAL MARKETING

The role of a multi-channel marketer can be found in a wide range of organizations, from small businesses to multinational companies. In a digital marketing role, you will either work for a company or agency, providing marketing services to external clients, or you may be a part of an internal marketing team, focusing on marketing efforts for your own organization. This means you'll have the opportunity to drive business success through various marketing activities. As a multi-channel marketer, you'll have the opportunity to define, design, build, and implement campaigns across various platforms. Your focus will be on driving customer engagement and retention, and you'll have ownership of specific parts of the campaign.

## What will I learn?

- Develop marketing plans
- Research and analysis
- Content marketing
- Administer marketing activities
- Maintaining data
- Identifying trends
- Data analysis
- Budgeting
- Customer journey
- Copywriting
- Design and create assets
- Collaboration



The apprenticeship will typically take 20 months to complete.



This apprenticeship standard is at Level 3.



The apprenticeship aligns with professional bodies such as Chartered Institute of Marketing (CIM), Digital Marketing Institute (DMI) and Data and Marketing Association (DMA)

## GET IN TOUCH

01482 211714  
@hbtc\_training

info@hbtc.co.uk  
www.hbtc.co.uk

2 Charlotte Street Mews,  
Hull, HU1 3BP