

## Level 2 Award In Digital Promotion For B

Digital marketing is a key part of businesses overall strategy in order to appeal to investors, consumers, and other businesses within the sector.

On average, small businesses invest just 5-10% of revenue in their digital marketing whereas larger organisations can invest up to, and above, 14%. It is essential that digital marketing forms a key part of every business's marketing strategy in order to reach their customers in the right place, at the right time, in the right way. As the technological landscape is ever growing, there has never been a more important time to invest into the world of digital marketing to upskill your business and establish yourself within the industry.

Start Date: 09 June 2025

Start Time: 09:30

Lessons: 7

Weeks: 7

Hours: 38.50

### Venue

Rochester Adult Education Centre  
Rochester Community Hub  
Eastgate  
ME1 1EW

### What will I learn on this course?

This course covers the following topics:

- Coordinating offline and digital media
- Producing digital promotional content for business
- Data protection and digital media
- Measuring the effectiveness of digital campaigns
- Understanding social media
- Email campaigns for business promotion
- Mobile applications for business
- Online reputation management

### Is there anything I need to know about this course?

Learners will be expected to attend all sessions and be prepared to complete any work set by the tutor

You will need to attend with a pen and paper to use for note taking.

### What could I go on to do after this course?

Level 2 Course in Creating A Business Start-Up

If you wish to explore your learning, work or career options, you can speak to a fully trained careers advisor on 0800 100 900. <https://nationalcareersservice.direct.gov.uk>

If you need further advice please telephone 01634 338400.

### Attendance Policy

In order to get the most out of your course you will need to attend as many sessions as possible. We recommend at least 90%. If you do have a holiday booked during term time please let the tutor know in advance so that we can help you catch up on missed sessions and ensure that you still achieve the course outcomes. If you are unavoidably ill or unable to attend please contact 01634 338400 so that we can let your tutor know, and so they can send you any work you may have missed

### How are digital skills used and enhanced?

This course is based on Digital promotion and all work will include working on a computer, laptop or mobile device.

### Health and Safety

We try to make sure your class is as safe as possible. If you are worried about anything, please talk to your tutor or our Safeguarding Officer.

### E-Learning Etiquette

Please make sure you and everyone at home are fully dressed when you are joining classes, and that no personal information (address, bank details) can be seen.

**Will there be additional costs?**

No