

2019

**BUSINESS
CONSORT**
digital & social media academy

DIGITAL MARKETING

TRAINING & QUALIFICATIONS

CIM

Accredited Study Centre

 digital
marketing
institute

 **AUTHORIZED
PARTNER**

FACE-TO-FACE

QUALIFICATIONS

ONLINE

CORPORATE

MENTORING

DON'T GET LEFT BEHIND IN THE DIGITAL ECONOMY

Many businesses fail to reap the results they deserve with their digital marketing efforts due to either insufficient or ineffective marketing – the key success factors centre around spending less time, money and effort on your marketing whilst driving amazing results and big returns on investment.

If you are looking to maximise your profits to scale and grow your business or accelerate your career success the honing and developing your digital skills will be crucial in achieving your goal.

If you want to learn tried and tested, proven digital strategies that guarantee results then work with Business Consort – Digital & Social Media Academy.



About Us >

Dawn McGruer FRSA FCIM – Founder of Business Consort Multi-Award-Winning Digital Speaker, Author & Trainer



Ranked in top 1% globally on LinkedIn in Digital Marketing

Linkedin >



10 REASONS TO WORK WITH BUSINESS CONSORT

- 1. Price:** Guaranteed to be at least 20% cheaper than any like-for-like accredited course – worldwide!
- 2. Expertise:** Multi-Award-Winning CIM Qualified Trainers.
- 3. Practitioners:** We practice what we preach as a digital agency as well as an academy.
- 4. Support:** Unlimited support through study buddy groups, live webinars & tutor calls.
- 5. Success:** We are celebrating our 14th year and have trained & certified over 20,000 students.
- 6. Quality:** Highly commended CIM study centre of excellence with numerous awards as well as a 99% pass rate + over 170 4-star or above reviews.
- 7. Accreditation:** All of our courses are accredited & certified under the CIM CPD Programme.
- 8. Fast Track:** Achieve a professional, academic & worldwide recognised qualification in as little as 12 weeks, or develop your digital skills with CIM accredited online courses or through intensive 2-day Fast Track or 3-day Ultimate courses.
- 9. Development:** 83% of students have gained a pay rise, promotion or new job with average salaries in excess of £50-100K.
- 10. Results:** Our clients see results in just 30 days or less using our award-winning solution framework.



DIGITAL MARKETING MANDATE

AWARD-WINNING-SOLUTION FRAMEWORK



PROFESSIONAL SPEAKER AWARDS 2018

SOLUTION FRAMEWORK OF THE YEAR

TESTIMONIALS



Dawn is truly outstanding to work with! I hired her to deliver an in-house workshop. Not only was Dawn a dynamic speaker, she has extensive knowledge in the IT and technology industry, and is a true expert in digital marketing and how to use digital marketing to drive new lead generation and build lasting relationships with your prospects online. She completely 'wowed' us with the number of online tools and tricks that we can use to grow. Most importantly she practices what she preaches which is great social proof that everything Dawn teaches delivers results! She really is a great attribute to any company she works with.

- FIONA CHALLIS,
SPEAKER, AUTHOR, CHANNEL
ENABLEMENT & SALES EXPERT



LOOKING FOR AN EVENT OR CONFERENCE SPEAKER?

Our experienced tutor, Dawn McGruer is available to speak at sales or marketing industry events. Please [contact us](#) to find out more.

Contact Us >



We can offer CIM Accredited Digital Marketing Courses for your team tailored to your exact business goals and objectives.



Power Hours can boost your digital and social media marketing efforts with a 1:1 online sessions or quickly up-skill teams based around the globe.

[View >](#)

ONLINE COURSES

We offer online course licences in bundles of 10 from as little as £20 per delegate for our CIM Accredited Online Fast Track & Ultimate Courses.


[Learn More >](#)

Alternatively we can host training courses and workshops for your team at your own premises.

POPULAR TOPICS

- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Types of online advertising
- Email marketing
- Viral marketing
- Online PR
- Affiliate marketing
- Social media
- Including digital metrics, legislation, regulation & codes of practice

[View >](#)

 We also offer the option to add digital qualifications such as the globally recognised CIM Digital Diploma in Professional Marketing.



For a bespoke consultancy or details about on-the-job coaching and mentoring programmes, please get in touch

[Contact Us >](#)

TESTIMONIALS



Dawn has added great value to the Digital Marketing pathway that we run. She is passionate about her sector and incredibly knowledgeable about all things digital.

- SIMON PERRITON,
CEO, JUST IT TRAINING



The training has given our team the ability to create an array of social media creative such as blog content and videos. I would highly recommend Dawn and her team.

- EMMA MILLS,
FOUNDER, MI PA

COACHING & MENTORING PROGRAMMES

Work directly with Founder & Multi-Award-Winning Digital Author, Speaker & Trainer – Dawn McGruer FRSA FCIM. Our mission and vision is to develop digital skills for real-world business marketing to ultimately boost your career and maximise digital marketing profits to scale and grow your business through on-the-job coaching & mentoring programmes.



30-DAY-PLAN

Want to kick-start your digital marketing? Join the 30-Day Fast Track Programme and we'll work with you to develop your own bespoke 30-Day Digital Marketing Plan at your own pace over the 4 weeks.

[View >](#)



ONLINE COACHING

If you are looking for on-going group coaching and mentoring, Boost is great for those who want support through online coaching and mentoring + on-going guided learning and up-skilling.

[View >](#)



FACE-TO-FACE

A higher level of support through face-to-face Mastermind Strategy & Training Sessions + 2x Monthly Power Hours to develop your digital strategy from planning, implementing to managing, measuring and improving.

[View >](#)



Accredited Study Centre



1:1 COACHING

A 6 month 1:1 coaching programme with one of the world's most influential digital marketers, founder Dawn McGruer FRSA FCIM MlOD, to help you maximise your digital marketing profits to grow your business.

[View >](#)

TESTIMONIALS



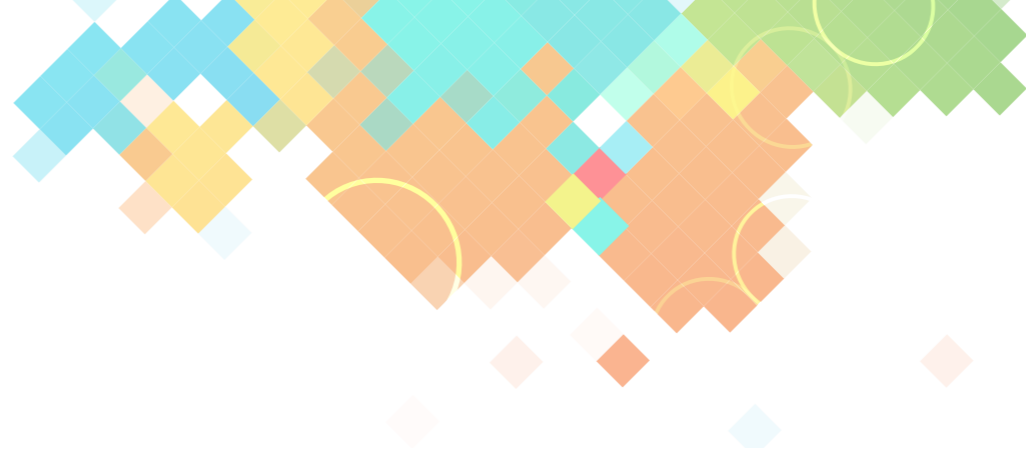
The coaching support from Business Consort has helped Cirrus put the right foundations in place to extend our reach, increase our opportunities and engage with our customers more effectively. Cirrus will be more agile and customer focused as a result.

- LOUISE CASEY, MARKETING COMMUNICATIONS MANAGER

Dawn's direct feedback for improving our Digital Marketing Strategy has been invaluable - she shared a brilliant campaign idea with us which I've already added to our marketing plan. She's recommended lots of tools for anything from metrics tracking, creating videos and even graphics for the web, all of which I have already started to use.

- CAITLIN HOLMES, MARKETING COORDINATOR, CONNECT CHILDCARE





Half-day Boot Camp events run from 9am until 1pm.

We host half-day CIM Accredited Boot Camps covering popular topics in digital marketing to increase your profit, productivity and performance which are hosted by Dawn McGruer.

STANDARD

£49 + VAT

VIP

£99 + VAT

VIP tickets include preferential table seating with refreshments, VIP Lunch & Networking with Dawn McGruer FRSA FCIM Multi-Award-Winning Digital Speaker, Author & Trainer + Goodie Bag.

11 WAYS TO QUICKLY GENERATE LEADS

14th May

London

[View >](#)

7 STEPS TO SOCIAL MEDIA SUCCESS

17th September

London

[View >](#)

8 FOOLPROOF WAYS TO GET NEW CUSTOMERS

7th November

Manchester

[View >](#)

23rd May

Manchester

[View >](#)

26th September

Manchester

[View >](#)

12th November

London

[View >](#)



TESTIMONIALS

You can watch video testimonials, read case studies and reviews on our website.

[More Success Stories >](#)



Business Consort courses offer exceptional value for time and money. They are really enjoyable, delivered at a good pace and provide great ideas and easy to follow steps on how to improve your business.

- MARK FROST, FOUNDER & DIRECTOR, GATEWAY FINANCIAL PLANNING LTD



Dawn transfers her unique blend of in-depth knowledge and hands-on experience in Digital Marketing in a straight-forward and witty way. I can highly recommend this training.

- CARINA SVENSSON, BELOISE GROUP



Great course!! I thought I was digital savvy but learnt a lot more than I expected.

- EMMA MALLINSON, SHELL BITUMEN



I attended the Fast Track course run by Dawn, a digital expert who's passion for her subject is truly infectious. Not only did the course deliver in terms of teaching me, a classically trained marketer, how to successfully integrate digital solutions into my strategic marketing plan, I also had great fun and left feeling inspired.

- MARYANN DENFHY, MARKETING MANAGER, EASIYO PRODUCTS



Dawn generously shared her expertise and passion with me in her Advanced Social Media course. She opened my eyes wide open to some of the best tools and insights across all of the major platforms. I found her training style and content compelling and was gripped for the entire day. I cannot recommend this course highly enough.

- LUCY MIDDLETON, MARKETING & SOCIAL MEDIA MARKETING CONSULTANT



I'm studying for the CIM Digital Diploma in Professional Marketing and took the 3-day Fast Track course. I discovered many practical tools and techniques for improving our social media and digital strategy.

- SIAN CIABATTONI, MARKETING DIRECTOR, NOBLE SYSTEMS



We're delighted to find a training provider with such a vast range of courses and modules.

- MICHAEL BISCHOF, PENTAGON SPORT



The training has helped us integrate all elements of a campaign whilst keeping an eye on the all-important return on investment.

- HELEN MCCARTHY, HEAD OF MARKETING & PR, ZOUK GROUP



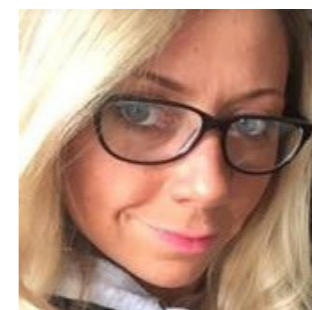
Business Consort are all practitioners and have a high profile online presence themselves.

- ALEJANDRO ROMEI-BORJAS, ENTREPRENEUR



I have now been on both the video and digital marketing courses led by Dawn. I would not hesitate to recommend one of her courses.

- KATHERINE IGGULDEN, MARKETING SPECIALIST, PUNTER SOUTHALL HEALTH & PROTECTION



The 2-Day Fast Track Digital Marketing Course is was a very intense two days, however I thoroughly enjoyed it and already I have put what I learnt into practice.

- AIMEE BLYTH, MARKETING & COMMUNICATIONS MANAGER, VYSIION LTD

FACE TO FACE COURSES

HOSTED IN LONDON & MANCHESTER



Accredited Study Centre

All courses are accredited under the Chartered Institute of Marketing CPD Programme and you will receive a certificate on completion.

COURSE NAME		MANCHESTER DATES	LONDON DATES
 <p>ESSENTIALS BUSINESS CONSORT digital & social media academy</p>	<p>NOVICE</p> <p>1-Day Digital Marketing & Social Media Essentials</p> <p>£549 +VAT</p>	<p>Tue 19 March Tue 11 June Tue 8 October</p>	<p>Tue 5 March Tue 25 June Tue 15 October</p>
 <p>ADVANCED BUSINESS CONSORT digital & social media academy</p>	<p>ADVANCED</p> <p>1-Day Advanced Digital Marketing & Social Media</p> <p>£549 +VAT</p>	<p>Wed 20 March Wed 12 June Wed 9 October</p>	<p>Wed 6 March Wed 26 June Wed 16 October</p>
 <p>CREATIVE BUSINESS CONSORT digital & social media academy</p>	<p>ALL</p> <p>1-Day Digital & Social Media Creative & Video Marketing Workshop</p> <p>£549 +VAT</p>	<p>Thu 21 March Thu 13 June Thu 10 October</p>	<p>Thu 7 March Thu 27 June Thu 17 October</p>
 <p>CERTIFIED DIGITAL MARKETING PROFESSIONAL</p>	<p>ALL</p> <p>3-Day DMI Professional Diploma in Digital Marketing</p> <p>£1549 +VAT</p>	<p>19-21 March 11-13 June 8-10 October</p>	<p>5-7 March 25-27 June 15-17 October</p>
 <p>FAST TRACK BUSINESS CONSORT digital & social media academy</p>	<p>ADVANCED</p> <p>2-Day Fast Track Digital Marketing & Social Media (CIM Diploma Upgrade Option)</p> <p>£949 +VAT £1349 +VAT</p>	<p>20-21 March 12-13 June 9-10 October</p>	<p>6-7 March 26-27 June 16-17 October</p>
 <p>ULTIMATE BUSINESS CONSORT digital & social media academy</p>	<p>NOVICE</p> <p>3-Day Ultimate Digital Marketing & Social Media (CIM Diploma Upgrade Option)</p> <p>£1249 +VAT £1549 +VAT</p>	<p>19-21 March 11-13 June 8-10 October</p>	<p>5-7 March 25-27 June 15-17 October</p>

All courses are 10am until 4pm with a 1 hour lunch break. All refreshments, lunch, course materials and unlimited after-course support included in prices



ONLINE COURSES



CIM

Accredited Study Centre

[View all online courses >](#)

Learn anywhere, anytime, 24/7. All our online courses are CIM accredited

ESSENTIALS BUSINESS CONSORT
digital & social media academy

Master Digital in a Day!
A great course to give a foundation in marketing your business online. Ideal for those starting out or who are looking to develop their knowledge.

[View >](#)

FAST TRACK BUSINESS CONSORT
digital & social media academy

CIM certified and accredited with 24x 1-hour masterclasses covering of social media and digital marketing insights, techniques, tools and trends.

[View >](#)

ULTIMATE BUSINESS CONSORT
digital & social media academy

Includes our extremely popular Essentials Course + the Fast Track Course covering every area of digital marketing required in business today!

[View >](#)

DIPLOMA BUSINESS CONSORT
digital & social media academy

CIM & DMI accredited diplomas are professional, academic worldwide recognised qualifications. You could graduate in as little as 12 weeks!

[View >](#)

PICK N MIX BUSINESS CONSORT
digital & social media academy

Offers the flexibility to choose specific areas of internet marketing you wish to learn from 8 CIM accredited & certified online courses – save by choosing bundles of 4 or 8.

[View >](#)

DID YOU KNOW?



HD Video Style Lectures
Accessible on any device



Unlimited after-course support
Instant Access 24/7 for a year!



CIM accredited certificate on completion


Practical Exercises
Course Support Group
Accessible & Easy to use



DIGITAL QUALIFICATIONS

These diplomas cover all aspects of digital marketing - perfect for anyone without an existing digital marketing qualification.

GET AHEAD IN YOUR CAREER - GET A DIPLOMA IN DIGITAL MARKETING


	DMI Diploma in Digital Marketing 	CIM Digital Diploma in Professional Marketing 
Hours of study	30 hours	300 hours
Ideal for	All Levels - great foundation course	All Levels - best if working in digital
Assessment	Online multiple choice exam	Business related assignments
Progression	Certified Digital Marketing Specialist	Certified Digital Marketing Specialist
Study Fees & Options	£1249 Online / 3-Day Course £1549	£949 Online / 2-Day Fast Track £1349 +VAT or 3-Day Ultimate £1549 +VAT
2/3 Day Courses Syllabus Coverage	80%	80%
Additional costs	Exam fee £140	Assessment fees £180 each + CIM Membership
Accreditation	Certified Digital Marketing Professional	CIM Accredited worldwide recognised diploma (honorifics DipDM)
Graduate	3-6 months	3-12 months
Materials Included	✓	✓
Practical Exercises & Quizzes	✓	✓
Video Learning	✓	✓
Type of Qualification	Industry validated	Ofqual validated
Level	5 - foundation degree	6 - undergraduate degree
Practice	Exam simulation	Past assignments
Pass Rate	99%	99%

Graduate in as little as 12 weeks and earn in excess of £50-100K.

[View >](#)



[View >](#)



TESTIMONIAL



I have just completed the Digital Marketing Diploma and I want to recommend the course as the knowledge I have gained will be so valuable when implementing digital marketing into our marketing plans.

The tutor is extremely supportive and very knowledgeable which makes the course easier to complete. All the tools you need to complete the course are all set out in the learning forum. The courses are also set up for a vast range of experience and abilities so definitely something for everyone. Thank you for all your support.

- CATHERINE MEARDON, STRATEGIC MARKETING CONSULTANT

DID YOU KNOW?



83%

of diploma students gained a pay rise, promotion or new role

SPECIALIST QUALIFICATIONS

Perfect if you have a digital marketing qualification & now want to gain certified specialist status.

Diploma in....	Social Selling 	Social Media 	Search Marketing 	Digital Strategy & Planning 
Hours of study	30	30	30	30
Ideal for	Salespeople, Consultants & Sales Representatives of all levels. Anyone looking to develop their digital sales capabilities & social selling techniques.	People who are responsible for the planning, execution & management of social media campaigns. Suits any level of skill or experience.	Professionals responsible for the planning, execution or measurement of search marketing campaigns.	Anyone involved with planning a digital strategy for their organisation, or aiming to gain a comprehensive understanding of the field.
Assessment	Exam	Exam	Exam	Exam
Study Fees & Options	£1249 online	£1249 online	£1249 online	£1249 online
Additional costs	£140 exam fee	£140 exam fee	£140 exam fee	£140 exam fee
Accreditation	Certified Digital & Social Sales Professional	Certified Digital Marketing Specialist in Social Media	Certified Digital Marketing Specialist in Search	Certified Digital Marketing Specialist in Strategy & Planning
Graduate	3-6 months	3-6 months	3-6 months	3-6 months
Type of Qualification	Industry validated	Industry validated	Industry validated	Industry validated
Level	5 - specialist degree	5 - specialist degree	5 - specialist degree	5 - specialist degree
Practice	Exam simulation	Exam simulation	Exam simulation	Exam simulation
Pass Rate	100%	100%	100%	100%
	View >	View >	View >	View >

TESTIMONIAL



I got more than I expected I was looking for a course that had CIM accreditation and offered a decent amount of depth - I wanted more than a course that focused on automation, scheduling and tools. I wasn't disappointed.

Dawn was very credible and had an open and friendly delivery style and I got more than I expected from the training.

- RACHEL TILL, MANAGING DIRECTOR, EXTEND PR & MARKETING

DID YOU KNOW?



82%

of DMI certified professionals work in senior roles or at management level (Alumni Survey 2016)

LOCATIONS

MANCHESTER

Business Consort
The Hive
51 Lever St
Manchester
M1 1FN



LONDON

Business Consort
citizenM Tower of
London Hotel
40 Trinity Square
London
EC3N 4DJ




HEAD OFFICE

Business Consort
Suite 12 Wilmslow House
Grove Way, Water Lane
Wilmslow
Cheshire
SK9 5AG



GET IN TOUCH

Contact our friendly customer services team:

 0800 334 5784

 info@digitalsocialmediaacademy.com

 www.digitalsocialmediaacademy.com

[Contact Us >](#)

PROFESSIONALLY TRAINED DIGITAL MARKETERS CAN ACHIEVE:



44%

increase in web traffic, through effective blogging and content marketing



60%

increase in web sales conversion with a responsive and high converting website



40%

increase in sales leads, through improved data management and digital lead funnels

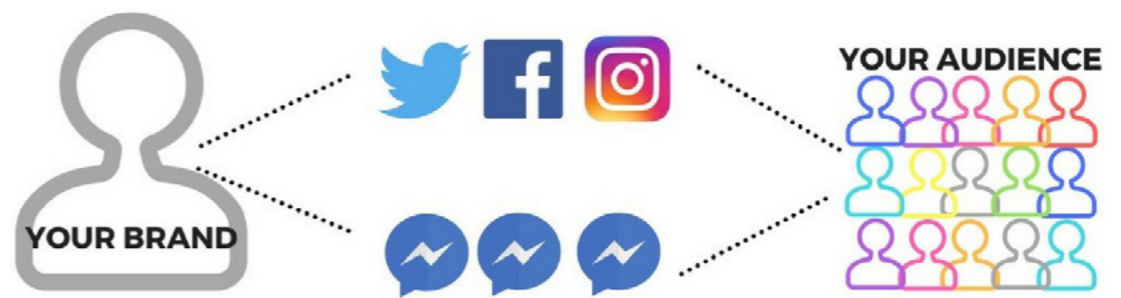
20,000 Trained & Certified



SKILLS WANTED

<p>SEO</p> <p>93% of all online experiences begin with a search engine</p>		<p>Content Marketing</p> <p>70% of marketers lack a consistent or integrated content strategy</p>	
<p>Social media</p> <p>3 billion people will be members of social networks by 2020</p>		<p>Video</p> <p>Video will make up 80% of consumer online traffic by 2020</p>	

TIME TO UPSKILL



ON DEMAND TRAINING

Online Courses

GET CERTIFIED IN DIGITAL MARKETING

Face-to-Face Courses

WANT TO ADVANCE YOUR CAREER?

Get a Diploma in Digital Marketing