

2017/18

**BUSINESS
CONSORT**
digital & social media academy

DIGITAL MARKETING

TRAINING & QUALIFICATIONS

CIM

Accredited Study Centre

digital
marketing
institute

**AUTHORIZED
PARTNER**

SOCIAL & DIGITAL MARKETING TRAINING | QUALIFICATIONS | ONLINE COURSES | IN-COMPANY TRAINING

DON'T GET LEFT BEHIND IN THE DIGITAL ECONOMY

We live, work and consume in the digital age. Yet 50% of companies don't have a digital marketing strategy and many don't have the right digital talent. Here's why you need to invest:

Employers

Think you've got digital marketing covered? Maybe you use an agency, or employ someone who works on videos, emails and social media. But if this isn't part of a planned, integrated approach mapped to your customer journey, you'll be wasting time and losing out on sales.

[Increase your sales >](#)

Marketing Professionals

A lack of digital skills will hit your earnings, hard! It's easy to outsource or get junior staff to lead on digital. But you need strategic oversight to deliver ROI. Plan your digital marketing as a multi-channel route to more leads, more sales, retention and conversion – and your earnings could exceed £100k!

[Find courses at your level >](#)



Testimonial

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

Emma Mallinson,
Shell Bitumen



We're delighted to find a training provider with such a vast range of courses and modules, we will be using Business Consort for further training to meet the growing needs of our business.



Michael Bischof, Pentagon Sport



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

*Source: Business Consort

WHY INVEST IN DIGITAL MARKETING?



There are many talented marketers and business leaders who simply aren't investing time or budget to develop digital marketing skills, knowledge, and capacity. The temptation is to hire someone who 'does social' or outsource your content production, SEO or PPC.

But without that strategic oversight, purpose and a genuinely integrated approach to your marketing and sales, your business will lose out.

Our mission and vision

Whether you're just starting out in digital marketing, a senior level marketer, or CEO, training from Business Consort ensures your business gain the right knowledge, strategy, planning, tactics and tools. Our CIM accredited training programmes can be studied online, face to face or through in company training.

Dawn McGruer FRSA MCIM MlO D
 Director, Business Consort Digital & Social Media Academy



4 DIFFERENT WAYS TO DIGITAL SUCCESS

Face To Face >

Team Training >

Online Training >

Fast Track Qualifications >



Testimonial

Dawn transfers her unique blend of in-depth knowledge and hands-on experience in Digital Marketing in a straight-forward and witty way. The course gave me a comprehensive overview of the as well useful tools and templates for implementation. I can highly recommend this training.



Carina Svensson, Beloise Group



DIGITAL SKILLS GAPS:
 Percentage of people not confident in these skills:

37%

Analytics

29%

Mobile Marketing

27%

Email Marketing

27%

Content Marketing

27%

Social Media





WHY CHOOSE BUSINESS CONSORT?

When you study with Business Consort, you benefit from:

- ✓ Intensive courses, accredited under the CIM CPD programme
- ✓ Combining strategy with tips and tools to implement straight away
- ✓ Focus on real planning, sales and ROI in your business
- ✓ 12-year track record and 5 million subscribers
- ✓ 8 CIM commendations for qualifications
- ✓ Small class sizes and unlimited after course support
- ✓ Learn in London, Manchester, online or at your own premises.

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



Click to watch a video about our Digital & Social Media Academy.



4.7/5

based on 105 reviews



3500

Delegates trained by us every year



20%

cheaper than any other accredited course



17 YEARS'

digital marketing practitioner experience



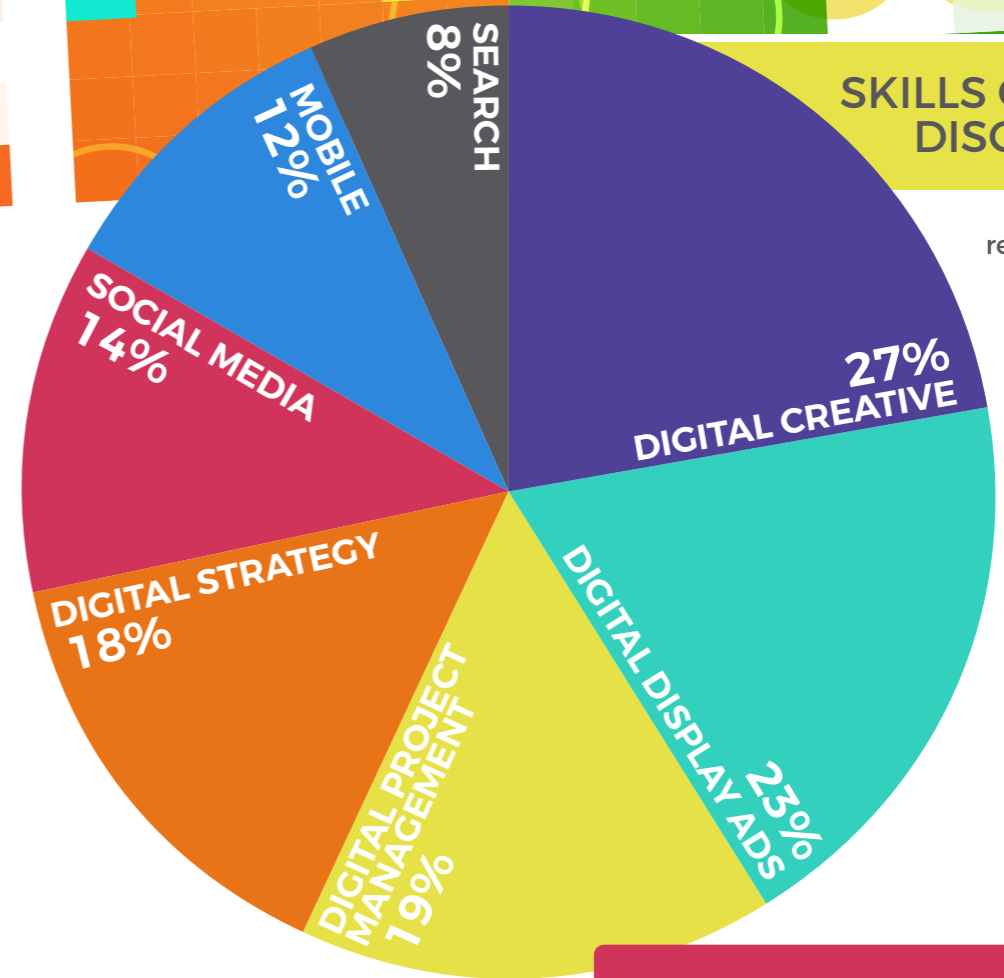
DIGITAL MARKETING STRATEGIES FOR REAL BUSINESS RESULTS

Our CIM accredited courses are designed for sales, marketing and leadership teams who are serious about successful marketing. Our in company training ensures all your team benefit from increased strategic and tactical skills covering the following key digital components:

Knowledge, Strategy & Tactics

Return on Investment

Processes & Tools	Faster, Better Lead Generation More conversion Customer Retention A motivated and effective marketing team!
Customer Journey Mapping	
Lead Funnel Planning	
Data management	
Customer Relationship Management	



SKILLS GAP BY DISCIPLINE

Average % reporting to be 'completely confident'

[Email us to find out more >](#)

82%

of prospects can be reached via social media*



OVER 70% OF B2B

purchase decision makers use social media to help them decide**



£240BN

forecast to be spent on Digital Marketing worldwide by 2020***

Source: *Inside View ** Dell *** Forrester

10 DIGITAL MARKETING SKILLS YOUR BUSINESS NEEDS



1.

Email Marketing Strategy & Marketing Automation



2.

Digital creative tools & content creation – images, infographics, video, animations etc



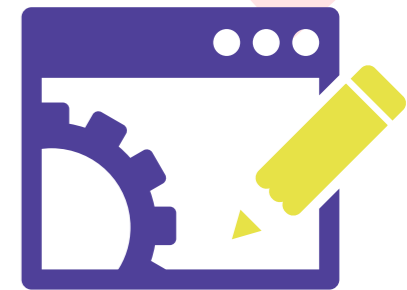
3.

Digital metrics & analytics



4.

Search Engine Optimisation



5.

Writing for the Web – Blogging & content marketing



6.

Social Media Marketing – LinkedIn, Facebook, Twitter, Instagram for business, Pinterest for business (if your demographics suits this market), YouTube



7.

Digital Marketing auditing, strategy planning, implementation and delivery



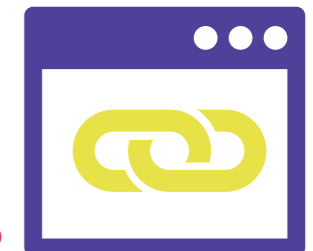
8.

Data Management & Customer Relationship Management



9.

Online Advertising & Viral Campaigns

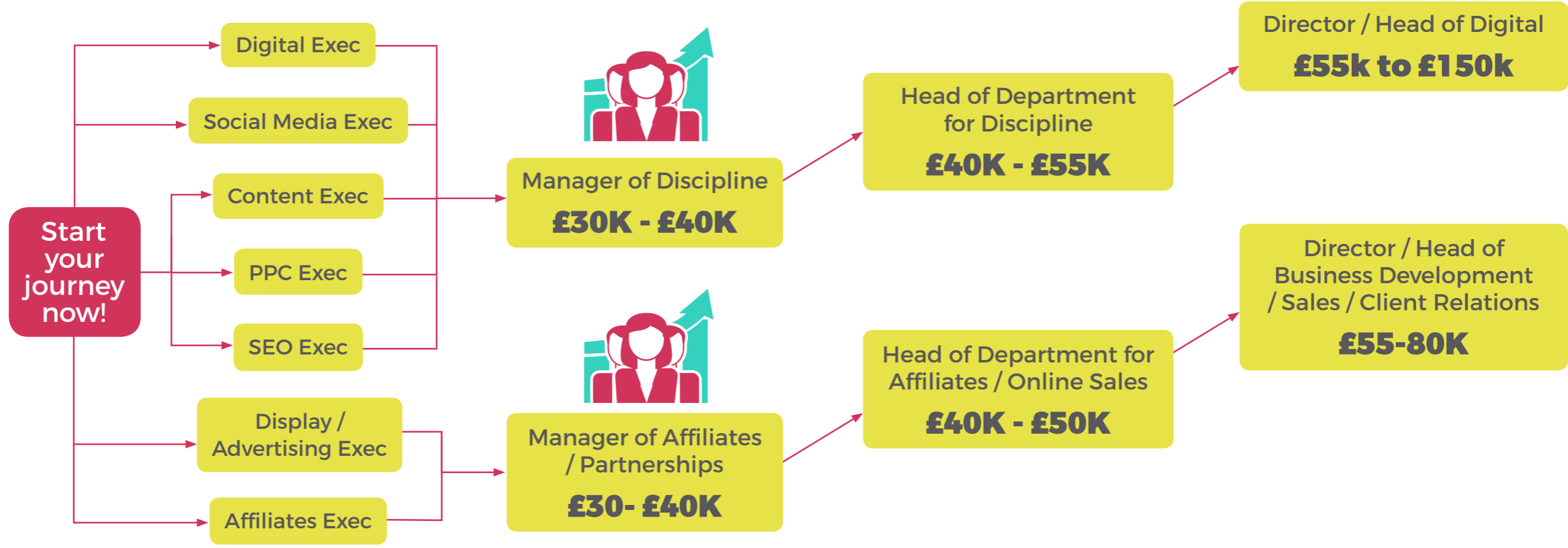


10.

Website design & lead generation as well as conversion optimisation

CAREER PATHWAYS

PROVE YOUR WORTH TO EMPLOYERS
 Achieve or maintain Chartered Marketer status by gaining knowledge, experience and continuing professional development through CIM accredited [courses](#) or [qualifications](#).



Did you know?

Experience +
 Digital marketing qualification
£50k+ salary

£38k
 Average Digital Salary

8,000
 Digital jobs in 2017

300+
 jobs offering £60K+ in 2017

Read our full report on salary trends and predictions in digital marketing

[Read today >](#)



FIND THE RIGHT LEVEL

You can study our digital marketing courses at three levels – Aspiring, Developing and Practitioner. These 3 simple categories ensure we match your needs to the correct stage in your learning cycle. **Follow the chart below to find your study level.**

EXPERIENCE IN DIGITAL MARKETING	NOVICE	ALL LEVELS	ADVANCED
ABOUT YOU:	<p>Aspiring Digital Marketer You're new to marketing, or you're an experienced marketer in traditional roles without much digital exposure. You want to learn more about digital marketing, its channels and opportunities to broaden your skills.</p>	<p>Developing Digital Marketer You have experience in digital marketing and have used some of the tools, software or applications. You now want to develop more strategic skills to plan and optimise multi-channel campaigns.</p>	<p>Practitioner You want to evidence your skills with a qualification. This will ensure you have a defined route to senior roles which demand practical experience, relevant qualifications, and wider management skill sets.</p>
COURSES AT YOUR LEVEL:	<p>Courses at Aspiring Level Foundation courses and qualifications covering the essentials of digital marketing and social media marketing.</p>	<p>Courses at Developing Level Comprehensive and challenging courses on strategy, process & channels, including qualifications.</p>	<p>Courses at Practitioner Level Recognised qualifications, including specialist DMI diplomas for those who already hold a general digital marketing qualification.</p>

[Courses at Aspiring Level >](#)

[Courses at all Levels >](#)

[Courses at Practitioner Level >](#)

TEAM TRAINING

Our expert led strategy & training days are tailored to your business needs.

LOOKING FOR AN EVENT OR CONFERENCE SPEAKER?

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

1. In-House Courses – Full Day & Half Day

Choose any face to face course to be held at your workplace, including Digital Marketing, Social Media, Analytics, Search & Email Marketing.

FROM JUST **£199** + VAT PER DELEGATE

2. Full Day Strategy & Planning Session

Our course leader, Dawn McGruer, will facilitate a six-hour session leading on digital audit, strategy and planning for your team.

FROM JUST **£399** + VAT PER DELEGATE

3. Power hours

Book in a 1-2-1 online session for yourself or a team member. Focus on developing a specific area of your strategy or filling a tactical skills gap.

Save 10% if you book 6 sessions as a power hour bundle.

FROM JUST **£149** + VAT PER PERSON

4. Professional Qualifications

Get your whole team qualified and motivated with our 2-day Fast Track courses:

1. Foundation (cover 40% syllabus – remainder studied online) + CIM Diploma
2. Fast Track (cover 80% syllabus – remainder studied online) + CIM Diploma
3. DMI Professional Diploma (cover 100% syllabus)

FROM JUST **£649** + VAT PER PERSON

SAVE Save on travel costs as our trainer will come to your business premises.

[See full details and pricing today >](#)



“ Really fast paced, informative course. I had no idea what tools were out there to help in this digital age! Amazing tutor, explained everything really clearly and is extremely knowledgeable.

Jessica Cook, Airborne Systems Ltd



“ A very thorough & comprehensive course - a lot was covered and Dawn was fantastic!

Katie Ritchie, Work In Style

Testimonial

FACE TO FACE COURSES

Our half day, full day and two day courses offer an intensive mix of strategic and practical insight suitable for all levels. As an approved CIM study centre, all courses are accredited under the Chartered Institute of Marketing's CPD programme.

Fast track Courses

Email Marketing Courses

Google Analytics Courses

Search Marketing Courses

Digital Marketing Courses

Social Media Courses

LONDON & MANCHESTER

Courses run in Aldgate, London and Manchester City Centre throughout the year.

London Courses >

Manchester Courses >

View Calendar >

BOOK A FACE TO FACE TRAINING COURSE FOR YOUR TEAM

Our face to face courses and qualifications are also available online or tailored to your company at your business premises. Prices start at £199 + VAT per delegate.

[View courses >](#)

Watch a short video about our popular short courses



The SEO course and Writing for Web were excellent and will help us to refine and improve our website. Very informative, well presented, great course notes, great tutor.

Carol Burrell, Panintelligence



The Advanced Digital Marketing Course was brilliant. Dawn McGruer is a master of the topic and delivers the course at great pace. There is an enormous amount of content.... Applying just 10% of what we were told will bring gains. I would thoroughly recommend this course to anyone or any company.

Mike Taylor, MTIS Limited



Testimonial

All our face to face courses are accredited under the CIM CPD programme.

FACE TO FACE COURSES



Digital Marketing & Social Media	Length	Summary	London Dates	Manchester Dates	Now Only	Normally
Social Media Essentials	Half-Day	Using social media + basic strategy	16th May, 31st Oct	9th May, 17th Oct	£149.00	£249.00
Digital Marketing Essentials	Half-Day	Digital channels + basics strategy	16th May, 31st Oct	9th May, 17th Oct	£149.00	£249.00
Novice Social Media & Digital Bundle	Full-Day	Digital & social media fundamentals	16th May, 31st Oct	9th May, 17th Oct	£249.00	£498.00
LinkedIn Masterclass	Half-Day	Generating leads through social networking	18th May, 12th Oct	23rd May, 3rd Oct	£149.00	£249.00
Advanced Social Media Marketing	Full-Day	Advanced social strategy & lead generation	13th June, 19th Sept, 14th Nov	25th April, 20th Jun, 12th Sept, 8th Nov	£299.00	£549.00
Advanced Digital Marketing	Full-Day	Integrated digital strategy	26th April, 28th Jun, 20th Sept, 15th Nov	24th May, 13th Sept, 22nd Nov	£349.00	£549.00
Digital Creative Workshop	Full-Day	Creating video, images, infographic	27th April, 29th Jun, 21st Sept, 16th Nov	25th May, 14th Sept, 23rd Nov	£399.00	£549.00
Analytics						
Google Analytics	Half-Day	Measuring results to improve digital campaigns	18th May, 12th Oct	23rd May, 3rd Oct	£149.00	£249.00
Email marketing						
Email Marketing & Mailchimp	1-Day	Email marketing strategy, best practice + MailChimp Masterclass	17th May, 7th Sept, 1st Nov	11th May, 6th Sept, 9th Nov	£299.00	£549.00
Search marketing						
SEO (Search Engine Optimisation)	Half-Day	Ensure you are driving traffic to your site for your keywords	27th Jun, 28th Sept	10th May, 5th Sept	£149.00	£249.00
Writing for Web	Half-Day	Creating high-impact persuasive content that sells	27th Jun, 28th Sept	10th May, 5th Sept	£149.00	£249.00
SEO & Writing for the Web Bundle	1-Day	Perfect for increasing online visibility in search & web traffic	27th Jun, 28th Sept	10th May, 5th Sept	£249.00	£498.00
Fast Track & Qualifications						
Foundation	2-Days	Comprehensive workshop covering fundamentals of digital	14th & 15th Jun, 10th & 11th Oct	21st & 22nd Jun, 4th & 5th Oct	£649.00	£1,549.00
Foundation (+ CIM Diploma)	2-Days	Covers 40% of syllabus + remainder studied online	14th & 15th Jun, 10th & 11th Oct	21st & 22nd Jun, 4th & 5th Oct	£749.00	£1,749.00
Fast Track	2-Days	Intensive workshop covering integrated strategy + content creation	26th & 27th Apr, 28th & 29th Jun, 20th & 21st Sept, 15th & 16th Nov	24th & 25th May, 13th & 14th Sept, 22nd & 23rd Nov	£749.00	£1,549.00
Fast Track (+ CIM Diploma)	2-Days	Covers 80% of syllabus + remainder studied online	26th & 27th Apr, 28th & 29th Jun, 20th & 21st Sept, 15th & 16th Nov	24th & 25th May, 13th & 14th Sept, 22nd & 23rd Nov	£849.00	£1,749.00
DMI Professional Diploma	2-Days	Covers 100% of syllabus + online revision access	18th & 19th October	26th & 27th Sept	£1,249.00	£1,749.00

Key Aspiring Developing Practitioner

BOOK ONLINE Click on the course dates above for full course details & book now!





PROFESSIONAL QUALIFICATIONS

Graduate in as little as 12 weeks and start earning in excess of £50k to £100k.

- ✓ Respected qualifications, recognised worldwide
- ✓ Career & professional development advice
- ✓ Certificate upon completion & LinkedIn badge
- ✓ Great salary & promotion prospects
- ✓ Downloadable slides and reading list books included
- ✓ All course materials included
- ✓ Learn through video, practical exercises & quizzes
- ✓ Tutor phone support
- ✓ Price guarantee
- ✓ Unlimited course support.

GET STARTED NOW! Boost your career potential with a [professional qualification](#).



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



We are an authorised partner to the Digital Marketing Institute



Our five Digital Marketing Institute diplomas are developed in partnership with some of the world's leading brands:



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

PROFESSIONAL QUALIFICATIONS



	Digital Marketing Institute	Chartered Institute of Marketing
Hours of study	30 hrs	300hrs
Ideal for	All Levels - Great Foundation Course	All Levels - Best if working in digital
Assessment	Exam	Assignments
Progression	Certified Digital Marketing Specialist	Certified Digital Marketing Specialist
Study Fees & Options	£1249 Online / 2-Day Course £1349	£749 Online / 2-Day Course £749-£849.
2 Day Courses Syllabus Coverage	100%	Foundation 40% / Fast Track 80%
Additional costs	Exam Fee £140	CIM Membership £144 + Assessment Fess £85 x 3
Accreditation	Certified Digital Marketing Professional	CAMDipDM honorifics
Graduate	3-6 months	3-12 months
Materials Included	✓	✓
Practical Exercises & Quizzes	✓	✓
Video Learning	✓	✓
Type of Qualification	Industry Validated	Ofqual Validated
Level	5	4
Practice	Exam Simulation	Past Assignments
Pass Rate	100%	99%

[Learn more >](#)

[Learn more >](#)



£££

Improved productivity + effective planning & monitoring = increased ROI



99%

pass rate on qualifications



83%

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

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

PROFESSIONAL QUALIFICATIONS



	Diploma in Social Selling	Diploma in Social Media	Diploma in Search Marketing	Diploma in Digital Strategy & Planning
Hours of study	30	30	30	30
Ideal for	Salespeople, Consultants and Sales Representatives of all levels. Anyone looking to develop their digital sales capabilities and social selling techniques.	People who are responsible for the planning, execution and 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	5	5	5
Practice	Exam simulation	Exam simulation	Exam simulation	Exam simulation
Pass Rate	100%	100%	100%	100%

[Learn more >](#)

[Learn more >](#)

[Learn more >](#)

[Learn more >](#)

95%

of DMI certified professionals are currently employed



81%

of DMI certified professionals promoted after certification

82%

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





ONLINE COURSES

Learn from anywhere in the world, 24/7, fitting our online courses around your other commitments.

- ✓ Study at aspiring, developing or practitioner levels
- ✓ Video lectures on mobiles and tablets, whenever suits you
- ✓ From 2-hour bite sized courses to full qualifications
- ✓ Flexible learning at your own pace
- ✓ Unlimited after course support from your dedicated tutor
- ✓ Downloadable course guides & slides



We've got the right Digital & Social Media Course for you. Watch this short video to find out more about our range of online courses.

Topics covered

- Digital Metrics & Analytics
- Digital Marketing
- Email Marketing
- Online Advertising
- Professional Qualifications
- Search Marketing
- Social Media Marketing

[Our latest online courses >](#)



Testimonial

Choosing to do the online CAM diploma course has been a new experience and one I haven't regretted. I have adapted to this style of learning with manageable hour long sessions and over the phone tutorials and I am already applying a lot of the skills I have learnt in our business. Thank you!



Kerry Turner



2 HOURS
of HD video content per course



24/7
access to video lectures on mobile, PC or tablet



UNLIMITED
Course Support with a dedicated tutor to guide and coach you



ACCREDITED
Internationally-recognised accreditation & certificate upon completion



Average rating 4.7
Based on 105 reviews
★★★★★

BOOK NOW FOR TRAINING THAT GETS RESULTS

If you're serious about marketing, and getting return on your training investment, choose Business Consort!

Book a Face To Face Course >

Book Team Training with our expert tutor >

Enrol on an online course >

Enrol on a professional qualification >

CAN'T DECIDE WHICH IS THE BEST OPTION FOR YOU?

Call our friendly customer services team

0800 334 5784
or **SEND A MESSAGE**

Testimonial



“ Dawn provided a great overview of everything – SEO, blogging, email marketing and social media and the interactive approach meant we started looking at ways to improve our company's approach to digital marketing straight away. I came away with many new ideas and useful web tools that will not only push the company forward, but make my job a lot easier!

Clare White, Freyssinet

“

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. After course support is excellent.

Mark Frost, Workplace Pensions



”

