



# Digital Marketing

## Job Programme

Digital Marketing Study  
Package with Job  
Programme



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# WHAT THIS PROGRAMME OFFERS

The main role of a digital marketer is to use digital channels to build brand awareness and generate leads for the business. Digital marketing is a new and exciting career pathway as it offers endless career opportunities. With the digital space constantly evolving, digital marketers need to stay in the know when it comes to the latest digital trends and updates. With the skills and knowledge you will gain in this programme, you will become a well-rounded digital marketer ready to take a company's online presence to the next level.

You have access to 3 accredited courses from the Digital Marketing Institute (DMI), an innovator and world leader in digital marketing in addition to support services, official exams and recruitment services to help you get your first junior digital marketer, marketing assistant, copywriter, social media assistant or marketing administrator role.

You pay for your studies and invest in yourself, and we help you to get your first job working in digital marketing. Training and recruitment support is what we excel at, we have been helping career seekers since 2009 succeed and climb the career ladder.

Graduates from this programme are armed with the skills and qualifications to work in a variety of entry-level roles across multiple digital marketing disciplines, including social media, email marketing, content marketing, paid media, SEO and general marketing roles such as Junior Digital Marketer and Digital Marketing Assistant.

# IN A NUTSHELL

1

Job/ money-back  
guarantee\*

2

3 official exams included

3

High quality study  
materials

4

You are supported by a  
team of experts

5

Professional CV review

6

Personalised study plan  
upon request

7

1 year access to expert  
online courses

8

Personalised study coach  
& mentor

# THE HYPE IS REAL!

This comprehensive study package gives you unlimited access to the courses and our support services for 1 year.

In addition, you will be passed to our in-house recruitment team who will create the perfect CV, provide you with recruitment support and work with you to get your first job working in a professional Digital Marketing environment.

Our aim is to turn you into an in-demand professional with skills and qualifications, so your CV stands out and you are a solid recruitment option for hiring managers.

Graduates from this programme are armed with the skills and qualifications to work in a variety of entry-level roles across multiple digital marketing disciplines, including social media, email marketing, content marketing, paid media, SEO and general marketing roles such as Junior Digital Marketer and Digital Marketing Assistant.

Upon completing the job programme, you are supported by our recruitment team who work with you to secure a Digital Marketing role.

# WHO IS THIS FOR?

The natural personality of a Digital Marketer is someone who is a great communicator, has creative flair and an excellent eye for detail.

## WORLD CLASS SUPPORT

From the moment you register with us, you will have the guidance and advice you need to successfully qualify and find work in your new career. Our specialist recruitment consultants support you each step of your job seeking journey. While our qualified tutors and mentors provide you with all the support you need to learn new skills and qualify.

### **All the support and help you need, you will have:**

- A qualified tutor to provide support
- Your own mentor to pro-actively support and motivate you
- A personalised study plan to help make studying easier
- Engaging tutor-led online learning you can access 24/7
- Revision questions and quizzes
- Exam revision support
- 3 official DMI exams

# CAREER SERVICES & SUPPORT

- Job/money-back guarantee\*
- An updated LinkedIn profile
- Recruitment support from our specialist recruitment team
- Interview support
- Job seeking support
- A professional CV review and rewrite

[LEARN MORE](#)



# CAREER SERVICES & SUPPORT



1

Complete your Professional Diploma in Social Media Marketing and pass the exam

3

Our Recruitment Team works with you to help you secure a profession in Digital Marketing.

Complete your Professional Diploma in Digital Marketing and pass the exam

2

Complete your Professional Diploma in Search Marketing and pass the exam

4



# COURSES INCLUDED

Below are the core courses of this package, other courses could be added to help you gain extra knowledge and skills.



## **Professional Diploma in Digital Marketing**

You will learn how to grow your audience using various media channels, SEO techniques to get your brand seen on search engines, create attention-grabbing digital display campaigns, utilise email marketing, measure and optimise campaigns, and create a knock-out digital marketing strategy.



## **Professional Diploma in Social Media**

This course will help you understand key social media concepts and help you gain a solid understanding of the tools and techniques that are used when researching your audience, competitors and the multitude of trends that exist in different cultures and industries. You will also learn how to create scroll-stopping content over various social platforms including Facebook, Twitter, LinkedIn, Instagram and Snapchat. In addition, you will learn how to automate the marketing process, the importance of paid promotion and how to make friends and influence people.



## **Professional Diploma in Search Marketing**

You will learn how to climb the ranks in Google, master the tools and tricks to get your brand seen, create keyword-rich content that leads to conversions, maximise every click that comes from PPC advertising, and delve into the data with Google Analytics.

# ADDED BENEFITS

We take great pride in delivering a fantastic level of service which continues beyond your initial course purchase. We strive to go the extra mile by providing additional features such as course mentors, qualified tutors, career and job interview advice, CV writing assistance and general support to all of our students.

## **Mentor Support**

Your mentor will assist you with any general enquiries relating to your learner journey with us, from exam costs and bookings, to enquiries about your learning management system (LMS).

They will be on hand to pro-actively support and motivate you throughout your studies, as well as creating a personalised study plan to help make studying easier.

## **Career Support**

Career Support is provided by our specialist in-house recruitment team to help you succeed in the complex job market. This service is exclusively for ITonlinelearning students needing this service who have passed official exams and are ready to start their job search.

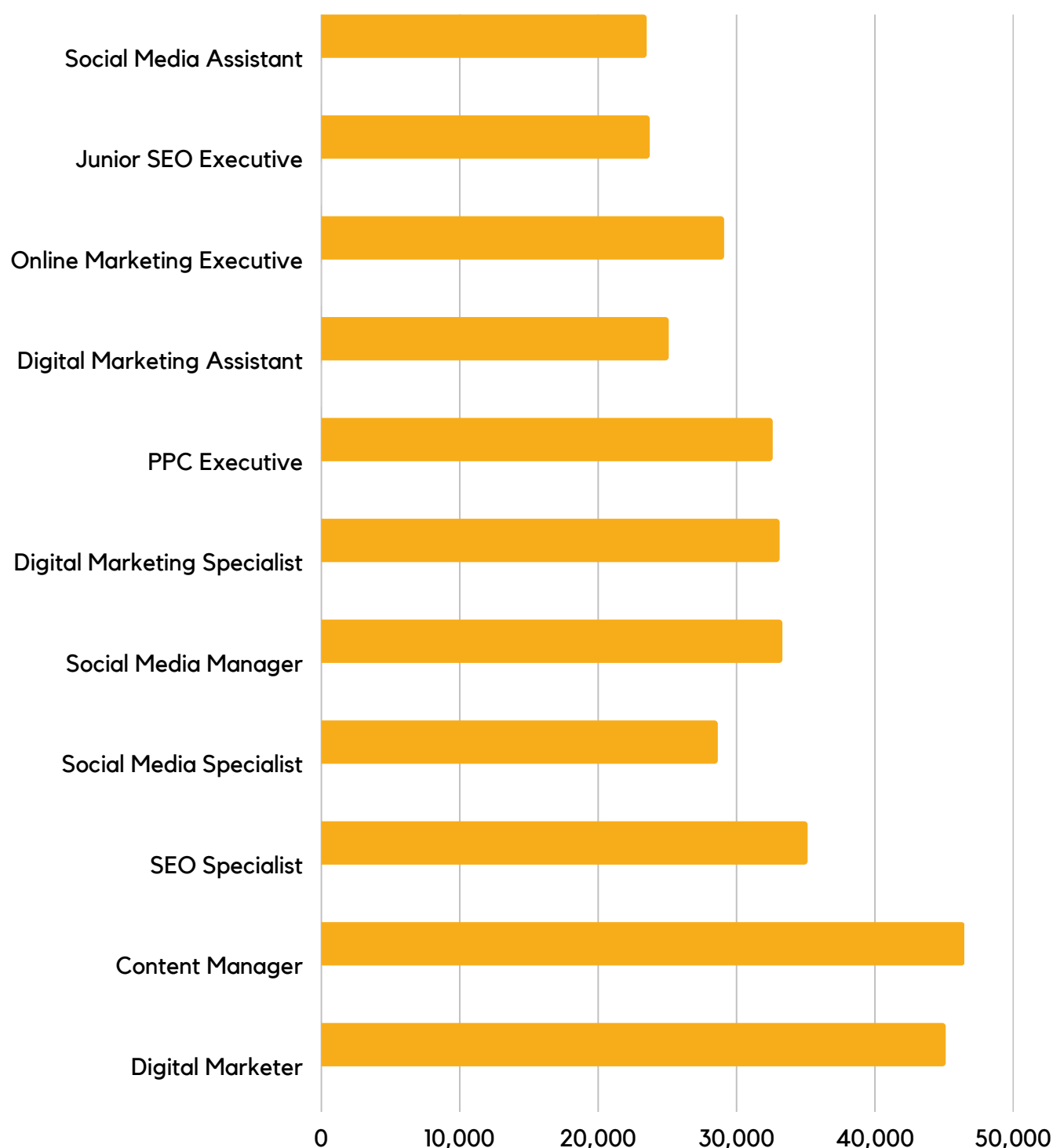
Along with a professional CV review and LinkedIn profile you will receive our Recruitment Pack which is packed with useful information, CV templates & guidelines, cover letters, interview preparation and a guide to our 4 steps to succeeding in the job market.

## **Tutor Support**

Our tutors are available to speak to over the telephone or via email. They are here to help you with any course related questions, as well as exam revision and preparation. What's more, all of our tutors are fully qualified in supporting you with your studies.

# CAREER PATH & SALARIES

CAREER PATHS AND POSSIBLE SALARIES IN £



# PAYMENT OPTIONS

We offer various payment options to help you get started on your course.

- 1.** You can opt to pay in full and upfront for your course. Through our third-party partnership with Omni Finance, we are able to offer our students a stress-free alternative to paying a lump sum. You can spread the cost of your studies over affordable monthly payments from 6 to 12 months at 0% interest. This finance option can be used to cover course fees, exams and any study manuals you might need.
- 2.** Where students do not qualify for Omni Finance, we offer monthly spread payments in-house through ITOL Finance. Our finance plans are flexible and work around your commitments, they are interest-free and cover the cost of the course component only. Therefore, if you opt for ITOL Finance this does not cover the cost of exams and manuals. However, you can call the exam booking team at any time to pay for exams and manuals as you need them.

It's important to us that we provide you with courses to further your career or embark upon a new one without getting into financial difficulty. These finance plans were created to give you peace of mind, should you require them.

# FAQ'S

These are some of our most frequently asked questions. Please get in contact with our Career Advisors to answer any further questions and help you get your new career journey started.

## → Are your courses accredited?

Our multi-media, tutor-led courses follow official curriculum and prepare you to take the official exams. We are also a CompTIA Partner and authorised training centre for BCS (British Computer Society), PeopleCert, EC-Council, DMI, CMI and APMG.

## → Can I use these qualifications outside of the UK?

Official Digital Marketing qualifications like DMI courses are all internationally recognised. Exams are strictly managed by exam institutes across the globe to ensure the highest standards.

## → Are exams included in the price?

As stated above, if you have paid in full or been accepted through Omni Finance or Premium Credit, then 3 official exams are included in the price.

## → What support do you provide?

You are supported by a team of tutors, mentors and recruitment consultants to help you qualify and get work in a professional digital marketing environment.

## → If I run out of time, can I renew my training?

You can renew your studies for another year if you need to. You can also add other courses at that time to meet your career requirements. We have a renewals team and a renewals advisor will be in contact as you near the end of your study term.

# FAQ'S

## → Why must I complete my exams before getting a job?

Most companies now require DMI level certifications as a minimum. Adding further exams helps you stand out in the job market and opens doors to more jobs you are suitable for. Hiring managers consider qualified jobseekers to be a lower recruitment risk who can hit the ground running and be more productive quickly.

## → What recruitment support do you offer?

Once you have completed your exams, you are then supported by our recruitment team. They will provide you with a professional CV review and LinkedIn profile, job seeking advice, interview advice and support you each step of the job seeking process. Our aim is to empower you, so you have all the skills needed to secure interviews, master interviews and land the job you want to get. These are skills for life and help you at any point in your career when you want to change jobs. You will proactively work with our recruitment team as they support you.

## → How long do I have to take my exams?

You must pass the three DMI Professional Diploma in Digital Marketing, Social Media and Search Marketing exams within 6 months to qualify for the job guarantee, however you can take up to 1 year to take all your exams if the job guarantee is not important to you.

# FAQ'S

## —> How will I benefit from completing this programme?

A rewarding career enables you to grow and develop. This package lays the foundation and kick starts your career in the Digital Marketing sector. You will harvest what you invest in yourself. After this programme you have learned new skills and validated your skills by passing 3 official certification exams. This adds value to your CV and opens doors to career opportunities where you can further grow and develop your career.

## —> When can I get recruitment support?

You can get recruitment support once you have passed all three DMI exams. Please contact our recruitment team once you have passed all three exams so they can start working with you.

## —> How long before I can start working?

That depends on how long it takes you to pass the three DMI Diploma exams. It also depends on where you live and the number of opportunities near you.

## —> Can I opt out of recruitment services and your job/ money-back guarantee?

Yes, you can opt out of recruitment services and the job/ money-back guarantee. If you do not need these services, the cost of your package will be reduced, however this can only be done prior to registering for this study package.

# FAQ'S

## —> How does your job guarantee work?

To qualify for the job guarantee you must pass all three DMI Diploma exams within 6 months of registering with us. Should you not secured a job within 12 months of passing your exams, we will refund your study fees less the cost of your exams subject to you conducting yourself in a professional manner, accepting reasonable job offers and working proactively with our recruitment team. It is also subject to you being a UK resident for at least 5 years, having a good command of English, paying your study package in full or if you are paying via spread payments, it is subject to you not missing any monthly payments. Our Terms and Conditions / Terms of Learning also apply.

## —> What is the average study time for the courses?

This varies greatly from person to person and their ability to absorb information. The recommended study time is a minimum of 30 hours study time for each exam course.

## —> I'm already working, can I study around my current job?

Yes, this study and placement programme is flexible and designed for career starters and career changers that might be working in jobs that do not align with their career goals.

## —> Can you tailor a study package for me?

Yes, we can tailor a study package for you based on your experience level and taking into consideration studies you have already completed.



# FAQ'S

## → How does your job guarantee work?

To qualify for the money back guarantee you must pass both CompTIA A+ exams, the CompTIA Network+ exam, the CompTIA Security+ exam and the CompTIA CySA+ exam within 2 years of registering with us and not be offered a job in IT within your 2 year study period + 6 months, then we will refund 100% of your study package cost less exam costs, this is subject to you conducting yourself in a professional manner, accepting reasonable job offers and working proactively with our recruitment team. It is also subject to you paying your study package in full and If you are paying via spread payments, it is subject to you not missing any monthly payments. Our Terms and Conditions / Terms of Learning also apply.

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# FAQ'S

## → What is the average study time for the courses?

This varies greatly from person to person and their ability to absorb information. The recommended study time is a minimum of 30 hours study time for each exam course. As the CompTIA A+ course has 2 exams, the minimum study time is therefore 60 hours.

## → I'm already working, can I study around my current job?

Yes, this study and job programme is flexible and designed for career starter and career changers that might be working in jobs that do not align with their career goals.

## → Can you tailor a study package for me?

Yes, we can tailor a study package for you based on your experience level or taking into consideration studies you have already completed. For the next stage of your studies and to focus your career in Cyber Security, you must consider specialist courses like the CompTIA PenTest+ and EC-Council Certified Ethical Hacker depending on what level and area of Cyber Security you want to specialise in.

## → If I run out of time, can I renew my training?

You can renew your studies for another year if you need to. You can also add other courses to meet your career requirements. We have a renewals team and a renewals advisor will be in contact as you near the end of your study term.

# WHAT DO OUR STUDENTS HAVE TO SAY?

We have a very active TrustPilot review page, are rated Excellent and have an average TrustScore of 4.8 out of 5. Here are just a couple of our reviews.

The team have been fantastic and the course very informative and interactive. Andy has been very helpful in connecting me with all the recruitment people in helping me navigate the best courses for me. Lusanda has been very caring and diligent to ensure an efficient process. Can not recommend IT learning enough!

**- Haydar Dar**

The great experience is the friendly approach by the tutor, who explains everything in great detail, making the sessions very helpful for someone who takes time to learn. The company is doing very well in supporting gender/racial equality, diversity and special needs trainees.

**- Richie Roy**

I've used ITOnlineLearning for 3 qualifications now and it has been excellent each time. The service they provide is great and questions/issues are responded to very quickly - I've had help from Lusanda today who has resolved my issue very quickly. Everyone I have dealt have been lovely and the course materials have been thorough and interesting. Thank you!

**- Ronnie Tindall-Lea-Fosh**

**Student Success Stories**

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