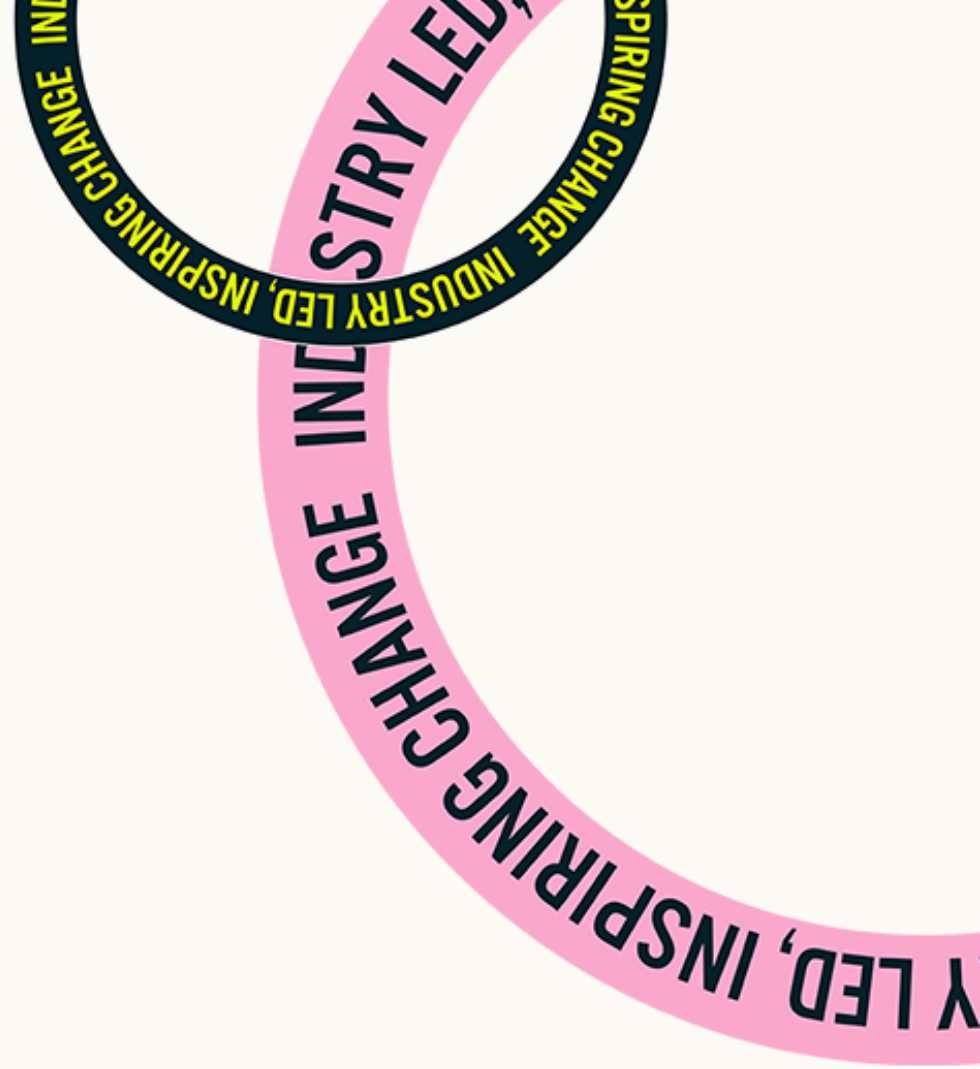


STUDENT HANDBOOK





INDUCTION DAY

On day one, we will get you settled in and you'll get to know your fellow Basecampers a little better. We'll cover all aspects of housekeeping, have some fun, and make you feel as welcome as possible.

Next, you will be registered on Slack and Onefile, our internal communication systems, and we will show you how to upload and keep track of your progress through goal setting.

We'll then guide you through what to expect in the coming weeks by outlining the curriculum, how the sessions are planned, the expectations placed on you, how to get the best out of your time with us, and where to go for help. You'll also start your first digital marketing task.

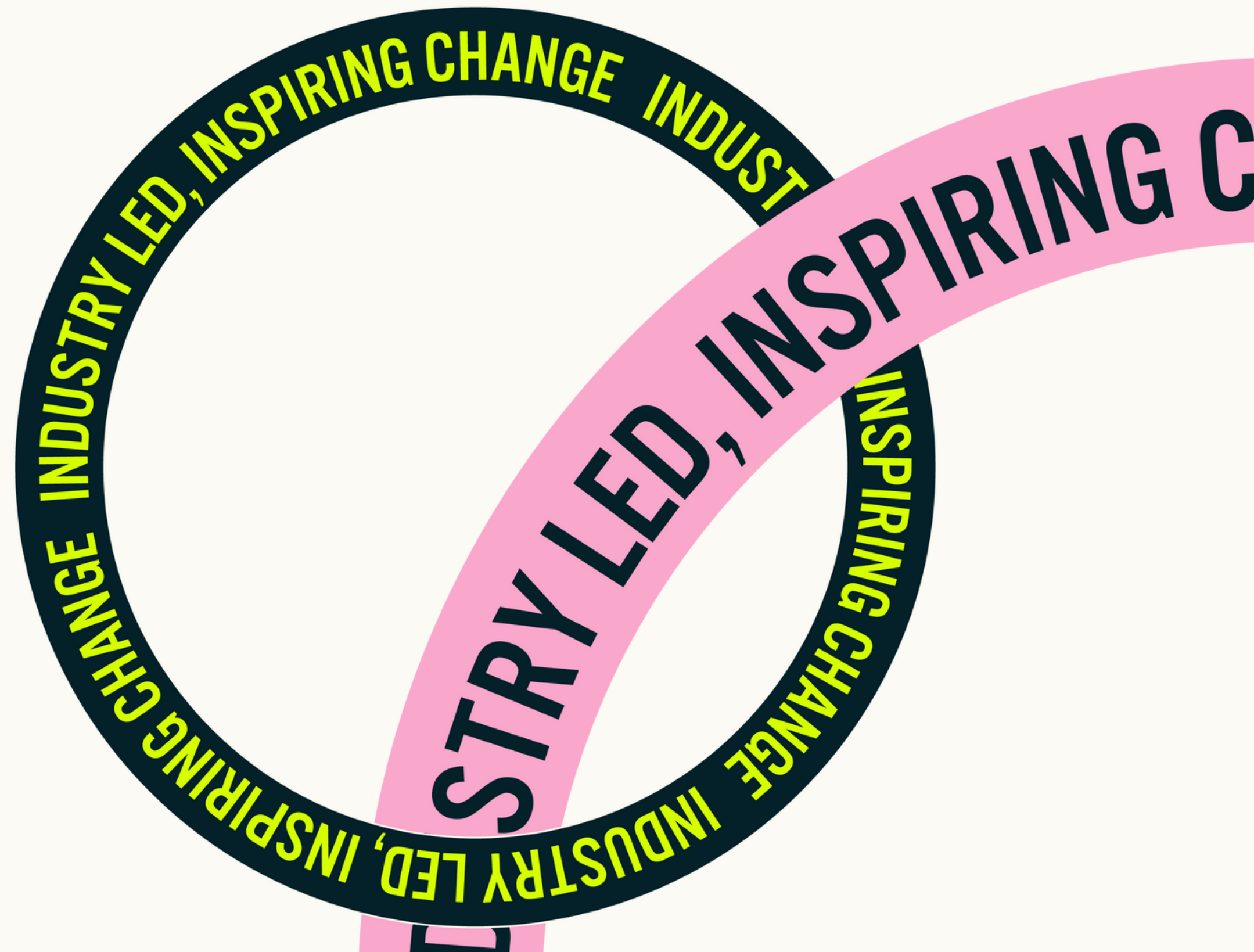
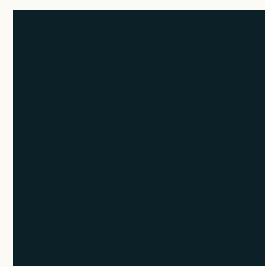
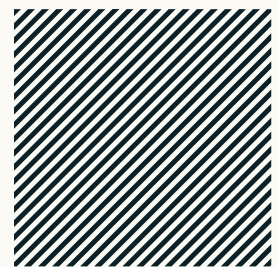
We'll be on hand throughout the session to answer any questions you may have, and don't worry if you forget to ask something; there will be so many opportunities to ask questions!



BASECAMP LEARNING JOURNEY

BASECAMP LEARNING JOURNEY

Our industry-led course has been devised by those currently working in senior digital marketing roles with experience in some of the UK's leading companies. Our curriculum is constantly updated to reflect the ever-changing nature of the digital world and is delivered by industry experts.



OUR CORE VALUES

We create the next generation of industry-leading talent through our 12 week, digital marketing bootcamp. With mentorship and guidance at the heart of everything we do, our learning environment is a supportive and immersive one, where learners get future-proofed skills training from industry leaders.



For Returners

For the Unemployed

For Freelancers

For Small Business Owners

For Enterprise

NURTURE

ACCELERATE

INNOVATE

BASECAMP WHAT WE COVER



SESSIONS

- 1 Introduction to Marketing Principles
- 2 Creative Design for Digital Marketing
- 3 SEO and Content - By Dark Horse Agency
- 4 Website Design, UX and UI
- 5 PPC (Google Ads) & Marketplaces
- 6 Careers Week - How to secure your first job role
- 7 Organic & Paid Social and Affiliate Marketing
- 8 The Creator Economy - By SoSquared Agency
- 9 CRM, Email and Retention
- 10 The Power of AI in Marketing, LinkedIn and Personal Brand Business
- 11 Intelligence and Web Analytics
- 12 Sign off & Graduation

WEEK 01. Introduction to Marketing Principles

This introductory session will cover what marketing is, define branding and its importance, and touch on the keystones of marketing strategy.

We'll teach you the various marketing models and why they are important, including AIDA and the customer lifecycle, and educate you about branding and the importance of strategy to get your minds working and wondering how marketing in the business world works.

We'll also showcase some classic marketing campaigns both old and new, discuss what a typical marketing role looks like, as well as the various types of roles within marketing and the difference between agency and in-house roles. Finally, we'll drum up excitement for the rest of the course as we introduce you to the rest of the curriculum.



Know your 4Ps and what a marketing funnel is?

WEEK 02. Creative Design for Digital Marketing

As more platforms emerge and visual creativity comes back to the fore, the demand for digital designers and creators has increased tenfold.

This session will run through the main skills and tools used to create engaging, creative content that helps brands capture attention and grow their businesses.

We'll be teaching the basics of using Canva, creative thinking, creating and responding to briefs, the importance of briefing, and the various assets required for campaigns and startups.

This session will also cover elements of packaging design, out-of-home creatives, and presentation deck design.

WEEK 03. SEO and Content

The search engine optimisation (SEO) session will cover the basics, from how search engines work and current best practices to the differences between on-page and off-page SEO, created by industry partners Dark Horse

You will learn how the discipline has evolved as well as effective SEO strategies that drive performance in light of recent algorithm updates.

From a content perspective, we'll look at the role of search intent (also referred to as audience, user, or keyword intent) and how it helps to create and structure quality website content. You will also be taught the basics of copywriting and how it can be used to influence customers.

**DARK
HORSE**

WEEK 04. Website Design and UX

You will spend Week 4 learning about how to create and optimise websites using key UX principles and also learn some of the basics of how websites are built and work in the backend.

We'll cover how to build a basic Shopify site and all of the elements that make up a great ecommerce website.

You will learn more about the field of user experience and how research is conducted through surveys and tools such as Hotjar to monitor how customers use sites to discover areas that can be improved.

WEEK 05. PPC (Google Ads) & Marketplaces

The world of Google can be tricky for a beginner, so we'll unpick all the acronyms to look out for and techniques to give you the basic understanding you will need with regards to how the Google Ads platform works, how to create good copy for AdWords, how to optimise keywords and feeds and the difference between SEO and PPC.

In addition to this, we'll cover what it takes to grow a brand using Amazon as well as other marketplaces and the positives and negatives of doing this. We'll teach you how to create the best-in-class Amazon listings, how to find keywords to target, and how Amazon Ads work.

WEEK 06. CAREERS WEEK



You will benefit from CV writing sessions, confidence and imposter syndrome discussions, as well as mock interviews. You will be given all of the tools you need to enable you to communicate effectively with potential new employers in addition to being added to our in-house jobs board to help you take that first step into your new careers!



WEEK 07. Organic & Paid Social and Affiliate Marketing

In Week 7, we'll be covering the channel which has caused the biggest shift in the last 10 years in marketing. Facebook and later Instagram have revolutionised media and allowed small businesses to grow significantly without the help of legacy agencies.

In this session, we'll cover how demographics and psychographics inform marketing campaigns; the creation of buyer personas; defining that all-important target audience; introducing social media management best practices; and, the difference between Organic vs Paid Social activity. After this, we'll practise by creating some creative Facebook and Instagram Ads and look at and critique some current live examples.

WEEK 08. The Creator Economy

This session will look at a big shift in how creators are making money and how UGC has changed over the last few years. In the last 5 years, TikTok has grown to over 1bn global users, and over 167 million TikTok videos are watched every minute. In conjunction with industry partners SoSquared, we'll be teaching you what makes user generated content different from other marketing channels, and how this may change and develop in the future.

Learn why influencers are moving to TikTok, the power of building an audience across multiple channels and appealing to niche audiences, and why brands are so keen to partner with creators.



WEEK 09. CRM, Email and Retention

Email campaigns have multiple layers, so we'll uncover how to match audience engagement to appropriate channels and messaging, advanced email marketing techniques, how to calculate open rates, click-through rates and ROI, as well as how to understand CRM strategies, email workflows, and automation.

We will also cover the important topic of GDPR and what can and can't be used, done, or said. As well as email, we'll take a look at other retention strategies such as subscription models, SMS marketing and the power of community.

WEEK 10. The Power of AI in Marketing, LinkedIn and Personal Brand

This week we'll take our knowledge over to LinkedIn and explore how the platform can be used for marketing purposes, how to create a strong personal brand, and how we can utilise LinkedIn for B2B purposes.

In addition, we'll look at how Affiliates and Brand Partnerships can help to drive business growth and the types of strategies used by brands to grow these channels. We'll look at how brands use events both online and in-person to build their brand awareness and amplify their partnerships and product launches.

We also look at how AI can now be used to create targeted ads, write copy, and design websites. How to free up your time to focus on other tasks, How Machine Learning, Deep Learning, Data Science, Knowledge-Based systems, Robotics and Automation are used within an application of Artificial intelligence



WEEK 11. Business Intelligence and Web Analytics

We will use all the previous weeks' learning to start to analyse how well all of your marketing campaigns are performing. We'll look at how to create data dashboards and interpret the results. We'll cover the main basic metrics and how to calculate them and the difference between vanity and quantitative metrics. We'll look at how web analytics works using Google Analytics and the key performance indicators that different types of businesses use to measure success.

WEEK 12. Sign off & Graduation

All learners go through our sign off process to prepare for work. Graduation will take place and project feedback will be delivered.



PROJECTS



Projects are set on day 2 of the course:

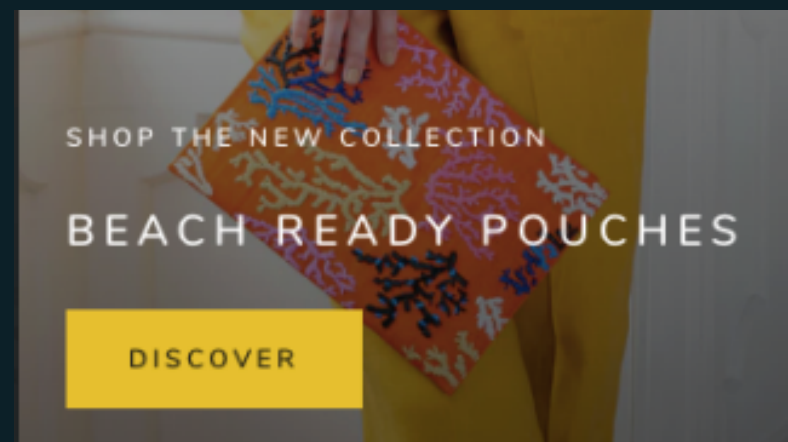
As you progress you will continuously put your new found knowledge into practice in a project that will culminate as a full marketing campaign that you can add to your portfolio.

You will create a holistic campaign including a landing page and a content calendar, demonstrating and providing examples of copy, and explain the theory behind those decisions. You can tailor it to the career you wish to pursue

PORTFOLIO



Your portfolio is the basis of your CV - Just like your project, your portfolio will be a work in progress that you will continue to add to beyond the course. We'll show you how to structure and develop this across different platforms throughout the bootcamp.



ABOUT *ME*

Having started my own e-commerce brand, I am passionate about online customer empathy -- how customers interact with the websites that I create and how delightful the entire user experience is for them.





If you haven't already...



APPLY NOW

For any questions please head to our [FAQs](#) or [send us an email](#)

WWW.WEAREBASECAMP.CO.UK