



DIGITAL MARKETING BOOTCAMP BROCHURE

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About Us

We are a UK-based multi-award-winning tech company passionate about helping people reach their fullest potential. We help you navigate the job market, land your desired jobs and launch a successful career as a professional or international graduate in the United Kingdom and the global job market through our personalized services and Training.

We offer practical and experienced-based Bootcamps to help students with the work experience to scale interviews and thrive on the job. We boast over 1000+ success stories of students hired in their desired jobs. Our bootcamps and services are offered remotely and leveraged by candidates worldwide.

Our Awards & Recognition



Top Countries Our Students Join from

Our award-winning brand, serving 90+ countries, specializes in providing top-tier bootcamps and training programs. Recognized globally for excellence, we offer cutting-edge courses designed to equip professionals with the skills needed to thrive in today's competitive landscape. Our comprehensive training solutions cater to diverse learning needs, ensuring every participant gains valuable knowledge and practical expertise



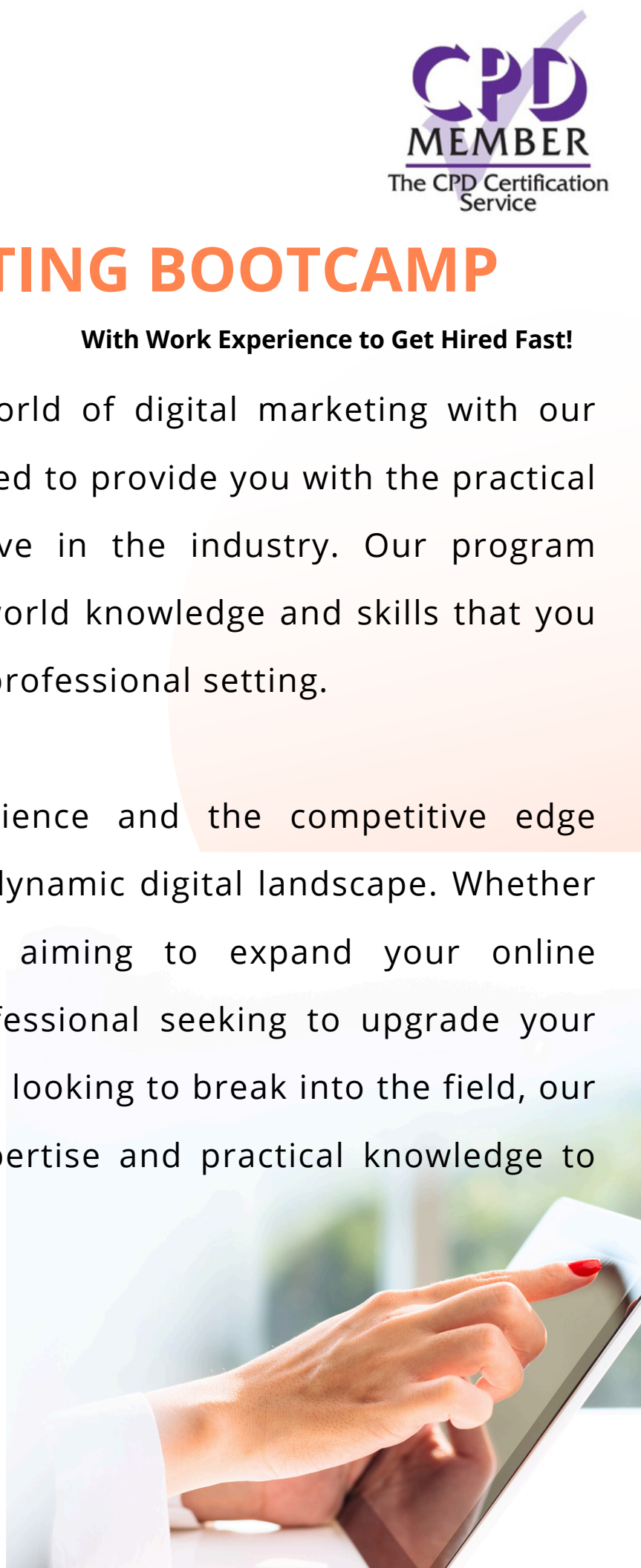
DIGITAL MARKETING BOOTCAMP

With Work Experience to Get Hired Fast!

Step into the fast-paced world of digital marketing with our hands-on Bootcamp, designed to provide you with the practical experience needed to thrive in the industry. Our program focuses on delivering real-world knowledge and skills that you can immediately apply in a professional setting.

Gain practical work experience and the competitive edge needed to excel in today's dynamic digital landscape. Whether you're a business owner aiming to expand your online presence, a marketing professional seeking to upgrade your skill set, or a career changer looking to break into the field, our Bootcamp provides the expertise and practical knowledge to achieve your goals.

READ MORE



Career Paths In Digital Marketing

Digital marketing offers diverse career paths, each with unique growth and specialization opportunities. professionals in this field can leverage their skills to drive brand success and achieve rewarding careers in the ever-evolving digital landscape,

Some of the career opportunities are :

- Marketing Automation Specialist
- Affiliate Marketing Manager
- Digital Marketing Analyst
- Influencer Marketing Manager
- E-commerce Specialist
- Analytics and Data Specialist
- Digital Marketing Manager
- Email Marketing Specialist
- PPC Specialist
- Content Marketing Manage
- SEO Specialist
- Inbound Marketer
- Growth Hacker
- Content Marketing Manager
- Marketing Assistant
- Marketing Coordinator
- Digital Project Manager



Who is this Training for?

Our Botcamp is tailored to meet the needs of each participant, providing foundational knowledge and advanced strategies to help everyone achieve their digital marketing goals

It is ideal for

- Fresh Graduates
- Career changers
- Business Owners
- Marketing Professionals
- Freelancers and Consultants
- Anyone interested in understanding Digital Marketing
- Traditional marketers who want to be prepared for the digital future of marketing
- Individuals trying to substantially increase their salary value by becoming a Full-Stack Digital Marketer
- Entrepreneurs and business owners looking to enhance their online presence and drive more traffic to their websites.



VISA SPONSORSHIP ELIGIBILITY

The UK offers skilled worker visas for roles in digital marketing. The Skilled Worker visa allows employers to sponsor non-UK residents for roles that require specialized skills, including digital marketing positions.

Digital marketing professionals with expertise in SEO, SEM, content creation, social media management, and data analysis are often eligible for this visa, making it a viable pathway for advancing your career in the UK.



DIGITAL MARKETING FOR VISA SPONSORSHIP

Guidance

Skilled Worker visa: eligible occupations and codes

Updated 4 April 2024

2432	Marketing and commercial managers	Commercial manager Client services manager (marketing) Marketing development manager Online marketing
1132	Marketing, sales and advertising directors	Account director (advertising) Commercial director Marketing director Media director
2434	Business and related research professionals	Crime analyst Fellow (research) Games researcher (broadcasting) Inventor Digital marketing analyst Market research analyst Social media analyst
3554	Advertising and marketing associate professionals	Brand ambassador Business development executive Fundraiser Marketing consultant Marketing
4151	Sales administrators	Online sales assistant Marketing administrator Sales administrator
7214	Market research interviewers	Interviewer (market research) Market researcher (interviewing)

DIGITAL MARKETING FOR GLOBAL TALENT VISA

The UK offered the Global Talent visa to professionals in digital marketing. This visa is designed for individuals who are leaders or potential leaders in digital technology, including areas like digital marketing.

The Global Talent visa provides greater flexibility and opportunities for highly skilled professionals, allowing them to work for any employer, change jobs, or become self-employed in the UK. This visa is an excellent option for digital marketing experts looking to advance their careers in the UK, making it a viable pathway for advancing your career in the UK.



OUR SUCCESS STORIES

Our success stories in digital marketing speak for themselves, with over 1,000 professionals achieving their career goals through our programs.

From mastering SEO and SEM to excelling in social media strategies and content marketing, our graduates have secured prominent roles in top companies worldwide.

Join the ranks of our successful alumni and transform your career with our comprehensive digital marketing courses.

Experience firsthand why professionals credit their success to our exceptional training programs, making it a viable pathway for advancing your career.

RKY careers

I HAVE JUST LANDED A VISA SPONSORSHIP ROLE AS A DIGITAL MARKETING EXECUTIVE - THANKS TO RKY CAREERS

WE LOVE TO SHARE OUR CLIENT'S SUCCESS STORY

Hi sis 08:34
Good morning 08:34
I resumed my job in the UK last month as a Senior Marketing Executive after 4 months of job hunting and I just want to thank Rky careers for the service that she and her team rendered to me. Rky did the full Cv review and revamp for me, updated my LinkedIn and kept encouraging me through various interview process
She also hired me as a digital project manager and encouraged me to enroll

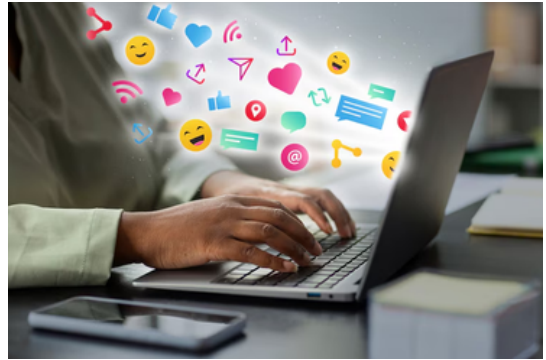
THANK YOU RKY CAREERS

HOW RKY CAREERS BOOTCAMPS WORKS

Our Digital Marketing BootCamp is designed to transform your career through a comprehensive, four-step training program

STEP 1

We train you in Digital marketing providing study materials and access to our learning platform,



STEP 3

We Enhance your professional profile with CV and LinkedIn optimization and prepare you for job interviews with expert guidance and practice sessions to stand out in the competitive job market.

STEP 2

Apply your knowledge in real-world scenarios with practical projects, Build a robust portfolio to showcase your skills to potential employers.

STEP 4

We Provide personalized mentorship and post-BootCamp support, including career advice from industry experts, and networking opportunities,.

Programme Syllabus

Our syllabus ensures a thorough understanding of digital marketing concepts, practical skills, and real-world applications, preparing students for successful careers in the digital marketing field.

We'll cover :

- **Introduction to Digital Marketing**
- **SEO (Search Engine Optimization)**
- **Content Marketing**
- **Social Media Marketing**
- **Email Marketing**
- **PPC (Pay-Per-Click) Advertising**
- **Analytics and Data Insights**
- **E-commerce Marketing**
- **Landing page building & optimisation**
- **Influencer and Affiliate Marketing**
- **Marketing Automation**
- **Mobile Marketing**
- **Video Marketing**
- **Local SEO and Marketing**
- **Advanced Digital Marketing Strategies**
- **Real-Life Projects**
- **Career Support, Interview prep and Mentorship**
- **Post Bootcamp Interview Pre & Monthly Career Webinars**



HOW YOU WILL LEARN

Our Digital Marketing Bootcamp is designed to offer flexible learning options to fit your schedule and learning preferences. Here's how you can expect to learn and engage with our comprehensive curriculum:

1. Weekend Virtual Classes

- *Schedule: Classes will be held twice a week on weekends.*
- *Duration: Each session will be 2 hours long, providing ample time for in-depth learning and interaction.*
- *Interactive Sessions: Live classes with experienced instructors to ensure you receive real-time guidance and can ask questions directly.*

2. Recorded Classes Available

- *Access Anytime: All live sessions will be recorded and made available for you to access On our LMS at your convenience.*
- *Flexible Learning: Ideal for those who might miss a live session or prefer to learn at their own pace.*
- *Revisit Key Concepts: Re-watch sessions to reinforce your understanding of complex topics.*

3. Comprehensive Learning Materials

- *E-Learning Portal: Access to an extensive library of resources, including slides, reading materials, and reference guides.*
- *Assignments and Quizzes: Regular assignments and quizzes to test your knowledge and track your progress.*

4. Support and Mentorship

- *Instructor Support: Direct access to instructors for questions and additional help.*
- *Peer Collaboration: Engage with fellow learners through discussion forums and group projects.*

5. Real-World Projects

- *Practical Experience: Work on real-world projects to build your portfolio and gain hands-on experience.*
- *Case Studies: Analyze and learn from real-world case studies to understand the application of digital marketing strategies.*

WORK EXPERIENCE PHASE

Our Digital Marketing Bootcamp is designed not only to provide you with theoretical knowledge but also to ensure you gain practical work experience that you can confidently showcase on your resume. Here's how we integrate real-life projects and hands-on experience into our training program:

1. Real-Life Projects

- *Client-Based Projects: Work on projects for real businesses and non-profits to gain practical experience.*
- *Industry-Specific Tasks: Engage in tasks and challenges that mirror real-world digital marketing scenarios.*
- *Portfolio Development: Build a portfolio of completed projects that demonstrate your skills and capabilities.*

2. Hands-On Assignments

- *SEO Campaigns: Conduct keyword research, on-page and off-page optimization, and technical SEO audits.*
- *Content Marketing: Develop content strategies, create blog posts, infographics, and videos, and measure content effectiveness.*
- *Social Media Management: Plan and execute social media campaigns, create engaging posts, and analyze social media metrics.*
- *Email Marketing: Design email campaigns, automate workflows, and analyze email performance.*
- *PPC Advertising: Set up and manage Google Ads campaigns, create compelling ad copy, and optimize bidding strategies.*
- *Analytics and Reporting: Use Google Analytics and other tools to track and report on campaign performance.*

3. Simulated Work Environment

- *Team Projects: Collaborate with peers on group projects to simulate a real-world work environment.*
- *Client Interactions: Participate in client meetings and presentations to practice communication and project management skills.*
- *Mentorship and Feedback: Receive guidance and feedback from experienced mentors and industry professionals.*



WORK EXPERIENCE PHASE

4. Project-Based Learning

- *Capstone Project: Complete a capstone project that encompasses various aspects of digital marketing, from strategy development to execution and analysis.*
- *Case Studies: Analyze and solve case studies based on real-world business challenges and marketing scenarios.*

5. Documenting Work Experience

- *Project Documentation: Maintain detailed documentation of your projects, including objectives, strategies, execution steps, and results.*
- *Performance Metrics: Track and report on key performance indicators (KPIs) for each project to showcase your impact.*
- *Reflective Learning: Reflect on your experiences and learnings from each project to continuously improve your skills.*



GET A GLOBALLY RECOGNISED CERTIFICATE OF COMPLETION



CPD UK, ACTD-USA, UKRLP

WHAT DOES THIS MEAN FOR YOU??

- **We are accredited by CPD UK, ACTD USA and also listed on UK Government website as a Training provider UKRLP.UKPRN: 10094682**
- **Enhanced Credibility and Trust;** our delivery materials, and methods, content were evaluated and endorsed to be of best standard
- **Global Professional Recognition:** Our CPD certificate is widely recognized by employers and industry professionals as a mark of quality and rigor.
- Career Progression
- **Improved Job Prospects and Better Value for your money :** Holding a CPD-certified qualification can significantly enhance your job prospects and open up new career opportunities in digital marketing.
- **Promotion and Salary Increases:** Employers often recognize CPD-certified professionals for promotions and salary increases due to their commitment to professional development and enhanced skill set.
- **International Acceptance:** Our certification is recognized globally, making your qualification valuable in various international markets and increasing your career mobility.

Frequently Asked Questions

Who is the bootcamp suitable for?

The bootcamp is ideal for beginners looking to start a career in digital marketing, professionals seeking to upgrade their skills, business owners wanting to improve their online presence, and anyone interested in learning about digital marketing

What are the prerequisites for enrolling in the bootcamp

There are no specific prerequisites. You do not need prior experience to enroll!

How long is the bootcamp

The bootcamp runs for 3 Mnths , with classes held twice a week on weekends.

What is the schedule for the classes

Classes are held on Saturdays and Sundays from 3PM to 5 PM. Each session is 2 hours long

Is the bootcamp conducted online or in-person

The bootcamp is Live but Virtual, allowing you to join from anywhere with an internet connection

Are the classes recorded?

Yes, all live sessions are recorded and made available to students on our Learning Management system (LMS)

How will the practical projects be conducted?

Practical projects will involve working on real-life client projects and tasks, either individually or in groups. These projects are designed to provide hands-on experience in various aspects of digital marketing

Frequently Asked Questions

What materials will be provided?

You will receive access to an extensive library of resources, including slides, reading materials, reference guides, and practical assignments.

How can the bootcamp help with my career?

The bootcamp provides comprehensive training, practical experience, and career support, including resume building, interview preparation, and job search strategies to help you start or advance your career in digital marketing.

Will I receive a certificate?

Yes, you will receive a Certificate of Completion after successfully completing the bootcamp and meeting all requirements.

What are the benefits of a CPD Accredited Certificate

- Certificates are recognised in the UK and Globally.
- It gives you confidence that our training contents and materials and delivery methods have been assessed and approached to be the global standard.
- The certificate demonstrates to recruiters and employers your commitment to your chosen profession

Who teaches this course?

Our Facilitators are seasoned UK-trained professionals with extensive experience in various aspects of digital marketing. And have trained over 500 candidates who have successfully landed a job in the industry.

The Trainer for the Digital Marketing course is a UK Global Talent Recipient who demonstrated his skills and experience as a Digital Marketing Professional to qualify for the prestigious UK Visa.

Frequently Asked Questions

Will there be job placement assistance?

While we do not guarantee job placements, we offer extensive support, including CV Optimization, LinkedIn Optimization, Interview Prep, UK Work Experience, Job Reference, and Alumni Community providing Current Industry Trends to Propel Your Employment Chances

What countries do we serve?

We've helped people from all over the world get digital marketing jobs. Regardless of if you're in the UK, Europe, Canada, India, Australia, Nigeria, or anywhere else in the world, we've helped our students get marketing jobs as the digital marketing + lead generation we're training you in is highly transferable regardless of what country you're in.

How long do I have access?

You'll have access to our Learning Platform for up to a year after the bootcamp

Can I work full-time while enrolled in this course?

Yes! Our courses are designed for busy professionals with full-time work commitments. You'll be expected to spend time working on assignments and projects outside of class each week, but the workload is designed to be manageable with a full-time job. If you need to miss a session or two, we offer resources to help you catch up via our LMS

What are my financing options?

We offer financing options, including instalment plans, so you can focus on what counts. Speak with our management team to learn more and find the best fit for you and your finances.

Take The Next Step

Have questions about our Digital Marketing Bootcamp?

**Send us an Email: bookings@rkycareers.com
support@rkycareers.com**

- Enjoy our Early Bird Discount on full payment:

Explore our Flexible Payment Plans:

- 3 Equal Instalments: (Final balance expected by the End of the course start Month)