

Digital Marketing An Introduction to Amazon Ads

*Find out how Amazon Ads can help your
business grow*

Aaron Sangha

18th March 2022



Introductions

Aaron Sangha

Paid Media Account Manager



About Anicca

2007

Est

27

Crew

45+

Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.



We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

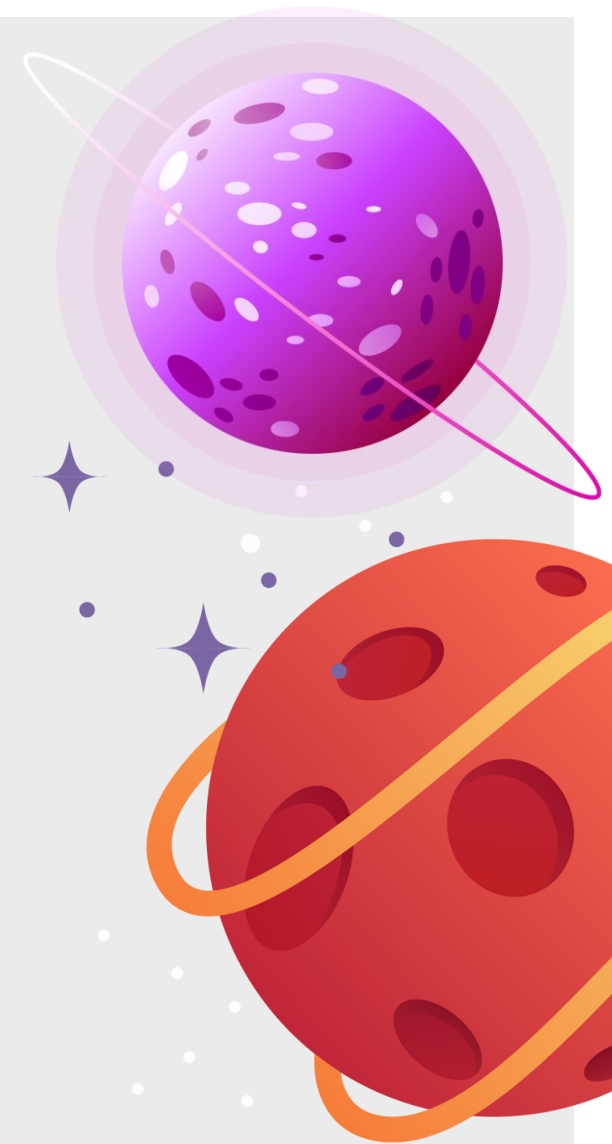
Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?



Agenda

- An Introduction to Amazon Ads
- Who is eligible for Amazon Ads?
- What are the different types of Amazon Ads?
- Pros/Cons of Amazon Ads
- Will Amazon Advertising benefit you?
- What is ACoS?
- How do Amazon Rank Ads?
- Certifications in Amazon Ads
- Amazon Ads Reporting



The background is a dark blue gradient with various celestial bodies. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. In the bottom left is a green planet with dark spots. In the bottom right is a pink planet with dark spots and a red planet with a yellow ring system. The title text is centered in white.

An Introduction to Amazon Ads

What is Amazon Ads?

- Amazon Ads is pay per click ads (or PPC) on the Amazon Platform
- Use them to promote your Product/Brand on Amazon
- Your ads will show to customers on the Amazon website and the Amazon App
- Uses Amazon Interface connecting with your Amazon store
- Product Ads can also be remarketed on other websites



How Amazon Ads Work?

- Amazon Ads work on an auction-based pay-per-click (PPC) method
- If you want to advertise a product, and the top bid is 79p, to get the top bid you will only need to bid 1p more to be above your competitor
- You only pay for when your Ad is **CLICKED**, not for the impressions your ad gains
- You only want to use Amazon Ads when you are guaranteed to get the sale i.e. when you have the “**buy box**” or when you are the only seller
- You still **pay commission** to Amazon for the sale



When do Amazon ads show?

- When you are searching for a product on Amazon, you can be advertised a product
- This can be related to your query or a sponsored product
- Brands may also show ads depending on what you are searching for



What is an Amazon Ad?

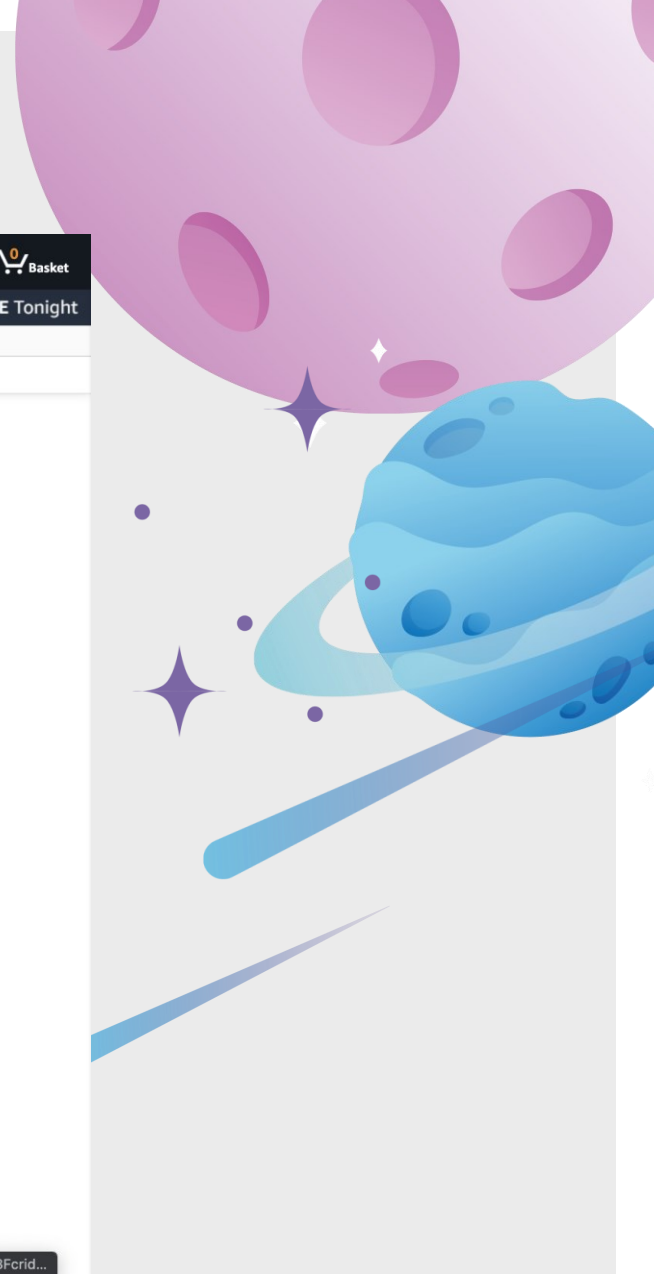
The screenshot shows the Amazon.co.uk search results for "Airpods Pro". The search bar at the top contains "Airpods Pro" and the location is set to "Anstey LE1 7". The navigation bar includes links for "Today's Deals", "Free Delivery", "Buy Again", "Shopper Toolkit", "Gift Cards & Top Up", "Vouchers", "Health & Personal Care", "Toys & Games", "Pet Supplies", and "Anicca's Amazon". There are also links for "Watch Premier League | LIVE Tonight" and "Hello, Anicca Account & Lists".

The search results show 1-16 of 827 results for "Airpods Pro". On the left, there are filters for Condition (New, Used, Renewed), Eligible for free delivery, Delivery Day, Department, Customer Review, Brand, Price, and Deals.

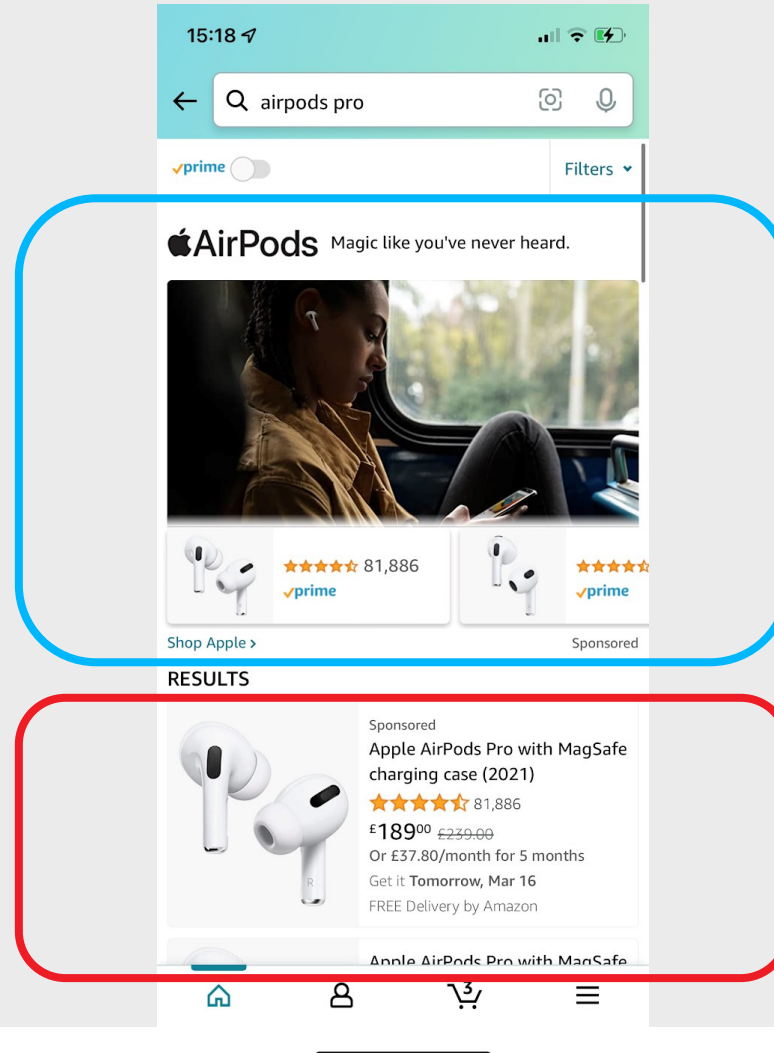
The main content area features a sponsored product card for "AirPods" with the headline "Magic like you've never heard." and a "Shop Apple" link. Below this, there are three product listings: "Apple AirPods Pro with MagSafe charging case", "New Apple AirPods (3rd generation)", and "Apple AirPods with wired Charging Case (2nd generation)".

The "RESULTS" section is highlighted with a red box and contains three sponsored product listings for "Apple AirPods Pro with MagSafe charging case (2021)", "New Apple AirPods (3rd generation)", and "Apple AirPods Pro with MagSafe charging case (2021)".

The URL at the bottom of the page is: https://www.amazon.co.uk/gp/siredirect/picassoRedirect.html?ref=pa_sp_atf_aps_sr_pg1_1?ie=UTF8&adid=A0488628MXSM9QMDBUXA&url=%2FApple-AirPods-MagSafe-charging-case%2Fdp%2FB09JQZ5DYM%2F%3Dsr_1_1_sspa%3Fcrd...



What is an Amazon Ad?



What is an Amazon Ad?

amazon.co.uk Deliver to MR Anstey LE17 All wireless earphones

Today's Deals Free Delivery Buy Again Shopper Toolkit Gift Cards & Top Up Vouchers Health & Personal Care Toys & Games Pet Supplies Anicca's Amazon Watch Premier League LIVE Tonight

1-16 of over 2,000 results for "wireless earphones" Sort by: Featured

Eligible for free delivery
 Free UK Delivery by Amazon
FREE Delivery on orders over £10 for books or over £20 for other categories shipped by Amazon

Delivery Day
 Get It Tomorrow

Department
Headphones & Earphones
In-Ear Headphones
See All 12 Departments

Customer Review
★★★★★ & Up
★★★★☆ & Up
★★★☆☆ & Up
★★☆☆☆ & Up

Brand
 TOZO
 Soundcore
 SoundPEATS
 Tikksounds
 Sony
 Beats by Dr. Dre
 UGREEN
See more

Price
Up to £15
£15 to £50
£50 to £100
£100 to £200
£200 to £500
£500 & above
£ Min £ Max Go

Deals
 Today's Deals

From Our Brands
 Our Brands

Headphone Feature

JBL Sound that fits you
Shop JBL >

JBL Tune 230NC TWS In-Ear Headphones - True Wireless Bluetooth headphones in charging cas...
★★★★★ 300
prime

JBL Reflect Flow Pro Wireless In-Ear Headphones - Bluetooth sport headphones with Adaptive Nois...
★★★★☆ 60
prime

JBL Tune 130NC TWS In-Ear Headphones - True Wireless Bluetooth headphones in charging cas...
★★★★★ 92
prime

RESULTS

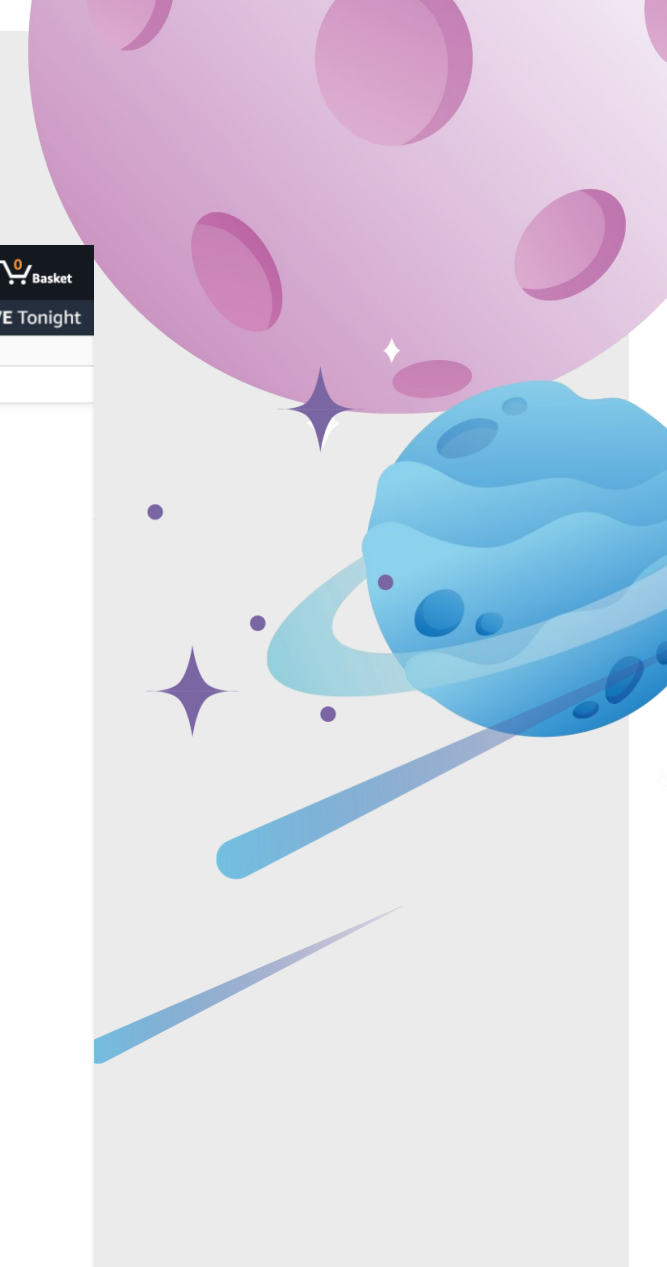
Featured from our brands

GAMURRY Wireless Headphones, Wireless Earbuds Bluetooth 5.0, IPX67 Waterproof Wireless Earphones Touch Control, Ultra-thin charging case, 25 Hours Playtime+USB-C Fast Charge, for iOS Android
★★★★☆ ~ 37
£15⁹⁹
Save 20% with voucher
Get it Tomorrow, Mar 11
FREE Delivery on your first order shipped by Amazon

Sponsored

UGREEN HiTune Wireless Earbuds, Wireless Headphones In-Ear, aptX Codec, Dynamic Audio Deep Bass, cVc 8 Noise Reduction Mic, 27H Playback, Touch Control Bluetooth 5.0 Earbuds for Running Commute Work
★★★★☆ ~ 9,420
£24⁴¹
Save £7.00 with voucher
Get it Tomorrow, Mar 11
FREE Delivery by Amazon

Tikksounds Wireless Earbuds 5.1, Bluetooth Headphones in-Ear, 35H Playtime, USB-C Fast Charge, Wireless Earphones Deep Bass, Touch Control, IPX7 Waterproof Sport Wireless Headphones
★★★★☆ 7,066
£24⁹⁹



The background is a dark blue gradient with various space-themed illustrations. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. In the bottom left is a green planet with dark spots. In the bottom right is a pinkish-orange planet with dark spots and a red planet with a yellow ring system. The text "Who is eligible for Amazon Ads?" is centered in white.

Who is eligible for Amazon Ads?

Who is eligible to use Amazon Ads?

- If you have an active Amazon professional seller account, you are eligible for Amazon Advertising
- You can advertise whether you have a:
 - **Seller account** – where you list your products on Amazon Seller Central
 - **Vendor account** – where you are invited to sell your products in bulk directly to Amazon



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What are the different types of Amazon Ads?

Amazon Sponsored Brands Ads

on.co.uk Deliver to MR Anstey LE1 7 All apple airpods pro Hello, Anicca Account & Lists Returns & Orders Basket

Today's Deals Free Delivery Buy Again Shopper Toolkit Gift Cards & Top Up Vouchers Health & Personal Care Toys & Games Pet Supplies Anicca's Amazon Amazon Prime | 30-day free trial

.uk Today's Deals Warehouse Deals Outlet Subscribe & Save Vouchers Amazon Family Amazon Prime Prime Video Prime Student Mobile Apps Amazon Pickup Locations Amazon Assistant

1-16 of 113 results for "apple airpods pro"

Sort by: Featured

Condition

- New
- Used

Eligible for free delivery

- Free UK Delivery by Amazon
- FREE Delivery on orders over £10 for book or over £20 for other categories shipped by Amazon

Delivery Day

- Get It Tomorrow

Department

- Headphones & Earphones
- In-Ear Headphones
- See All 4 Departments

Customer Review

- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★★☆ & Up

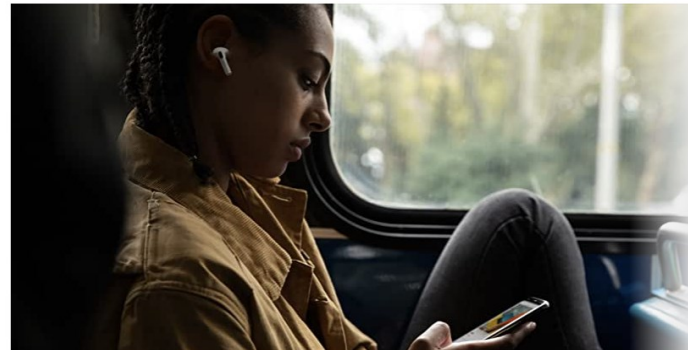
Brand

- Apple
- Beats by Dr. Dre
- Sony
- SoundPEATS
- JBL
- Cambridge Audio



Magic like you've never heard.

[Shop Apple >](#)



Apple AirPods Pro with MagSafe charging case (...)
★★★★☆ 81,996
prime



New Apple AirPods (3rd generation)
★★★★☆ 4,237
prime



Apple AirPods with wired Charging Case (2nd gen...)
★★★★☆ 118,510
prime

Sponsored

RESULTS

Amazon's Choice



Sponsored

Apple AirPods Pro with MagSafe charging case (2021)

★★★★☆ ~ 81,996

£189⁰⁰ £239.00

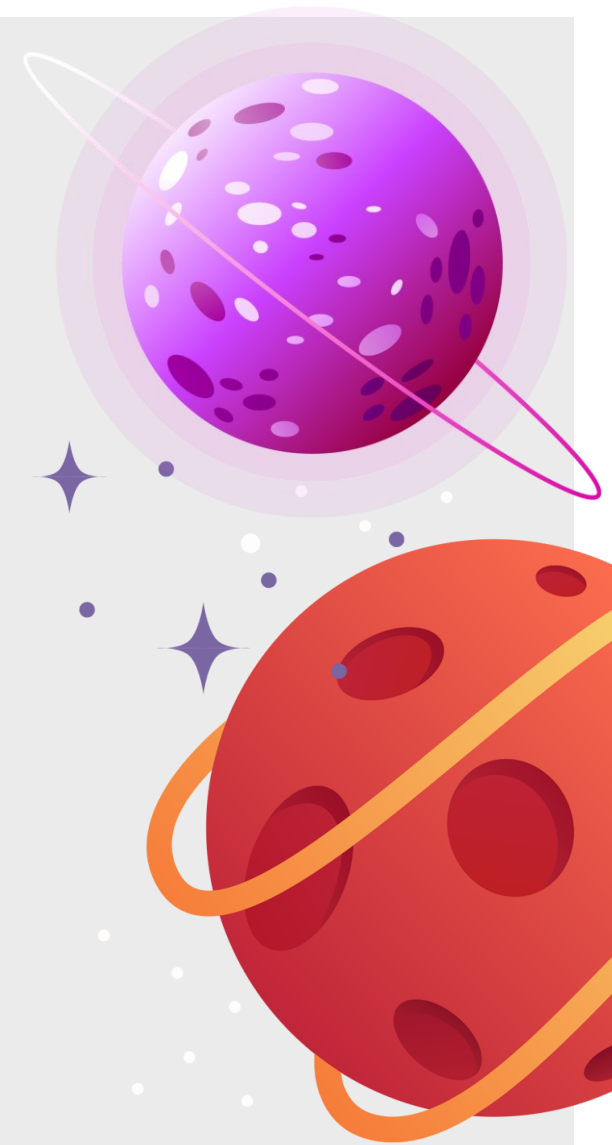
Get it **Tomorrow, Mar 17**
FREE Delivery by Amazon

Amazon Sponsored Brands Ads

You can also promote a store page on Amazon, or a Brand

Sponsored Brand ads appear:

- Above organic search results
- To the left of search results
- Below search results

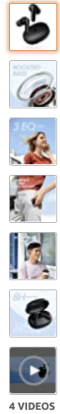


Benefits of Sponsored Brands Ads

- Located at top of page, you can grab a customer's attentions immediately
- Can highlight your top 3 products in your brand
- Ideally would want to promote best-selling products with best reviews
- Can create a headline to grab customers attentions for your ads



Amazon Sponsored Display Ads



4 VIDEOS



Roll over image to zoom in

£35.99 £35.99

Brand Soundcore
Colour Black
Connectivity technology Wired
Model name A3944011
Form factor In Ear
Headphone USB
[See more](#)

About this item

- Incredible Sound Loved By 20 Million+ People
- Stunning Sound: Life P2 Mini true wireless headphones have oversized triple-layer 10mm drivers that deliver sound with boosted bass.
- 3 EQ Modes: Soundcore Signature, the default EQ, delivers well-balanced sound, while Bass Booster enhances bass-heavy music, and Podcast makes voices stand out clearly. To switch to a different mode, quickly press the right earbud 3 times. You will hear a tone for each successful switch.
- Featherweight Fit: The tiny true wireless headphones weigh just 0.16oz (4.4g), which is 10% lighter than standard earbuds. They're so small and light that they feel practically weightless in your ears.
- AI-Enhanced Calls: Built-in microphones on Life P2 Mini true wireless headphones are equipped with an AI algorithm to enhance voice pick up and ensure you're heard clearly by the other end.

[See more product details](#)

Compare with similar items



JBL Tune 230NC TWS In-Ear Headphones - True Wireless Bluetooth headphones in...
★★★★☆ 358
£79.99 [prime](#)

Sponsored

3-year Product Protection for £8.33

Add gift options

Add to List

New & Used (3) from £32.06 & FREE Delivery

Share [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)



Rule the Quiet.

Bose QuietComfort Noise Cancelling Earbuds, True...
★★★★☆ 15,444
£199.00 [prime](#)

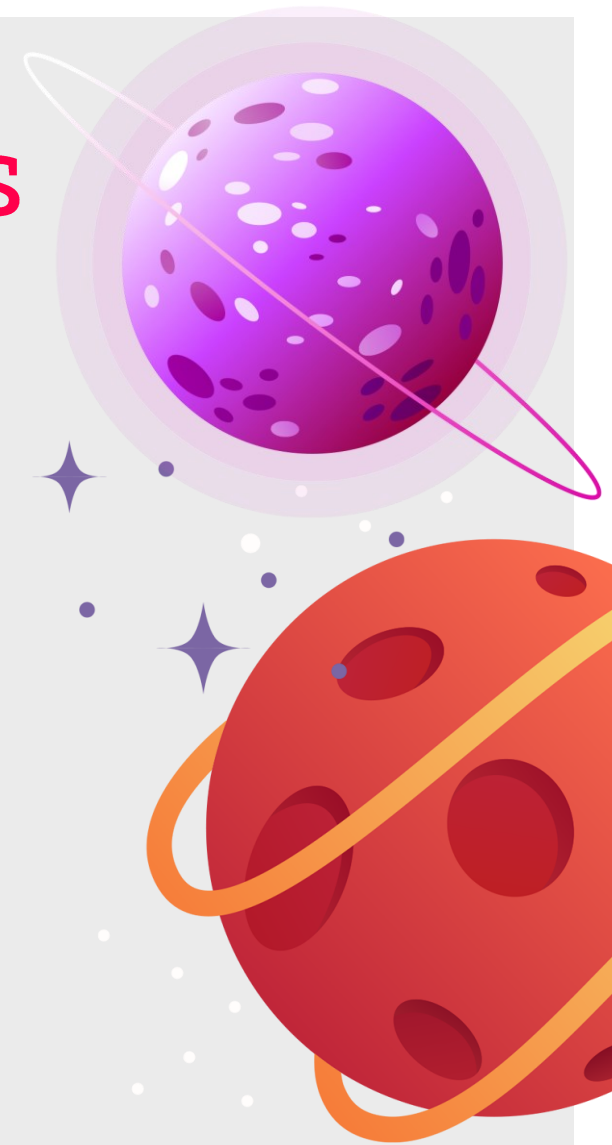
Sponsored

Amazon Sponsored Display Ads

Great for promoting a specific product. Spotlighting this product to reach a larger audience and an audience interested in the product advertised

Where Amazon Sponsored Display Ads appear:

- Product Detail Pages
- Customer Review Pages



Benefits of Display Ads

- Advertise next to products similar to yours
- High impressions as can retarget customers who have landed on your product page, competitor page or search terms which are relevant to yours
- Can help promote a new product to a new audience



Amazon Sponsored Product Ads

★★★★★ & Up
★★★★★ & Up
★★★★★ & Up
★★★★★ & Up

Brand
 Apple
 JBL

Price
Up to £15
£15 to £50
£50 to £100
£100 to £200
£200 to £500
£500 & above

£ Min £ Max Go

Deals
 Today's Deals

From Our Brands
 Our Brands

Headphone Feature
 Dual Ear
 Earhook
 Game
 Integrated Remote Control
 Lightweight
 Neckband
 Phone Control
[See more](#)

Headphones Control Type
 Call Control
 Media Control
 Noise Control
 Voice Control
 Volume Control

Headphones Included Components
 Cable
 Ear Cushions

★★★★★ 82,016
✓prime

★★★★★ 4,255
✓prime

★★★★★ 118,520
✓prime

Sponsored ⓘ

RESULTS

Amazon's Choice

Sponsored ⓘ

Apple AirPods Pro with MagSafe charging case (2021)
★★★★★ ~ 82,025
£189⁰⁰ ~~£239.00~~
Get it **Tomorrow, Mar 18**
FREE Delivery by Amazon

A pair of white Apple AirPods Pro with their MagSafe charging case, shown from a top-down perspective.

Sponsored ⓘ

New Apple AirPods (3rd generation)
★★★★★ ~ 4,255
£159⁰⁰ ~~£169.00~~
Get it **Tomorrow, Mar 18**
FREE Delivery by Amazon

A pair of white Apple AirPods (3rd generation) with their charging case, shown from a top-down perspective.

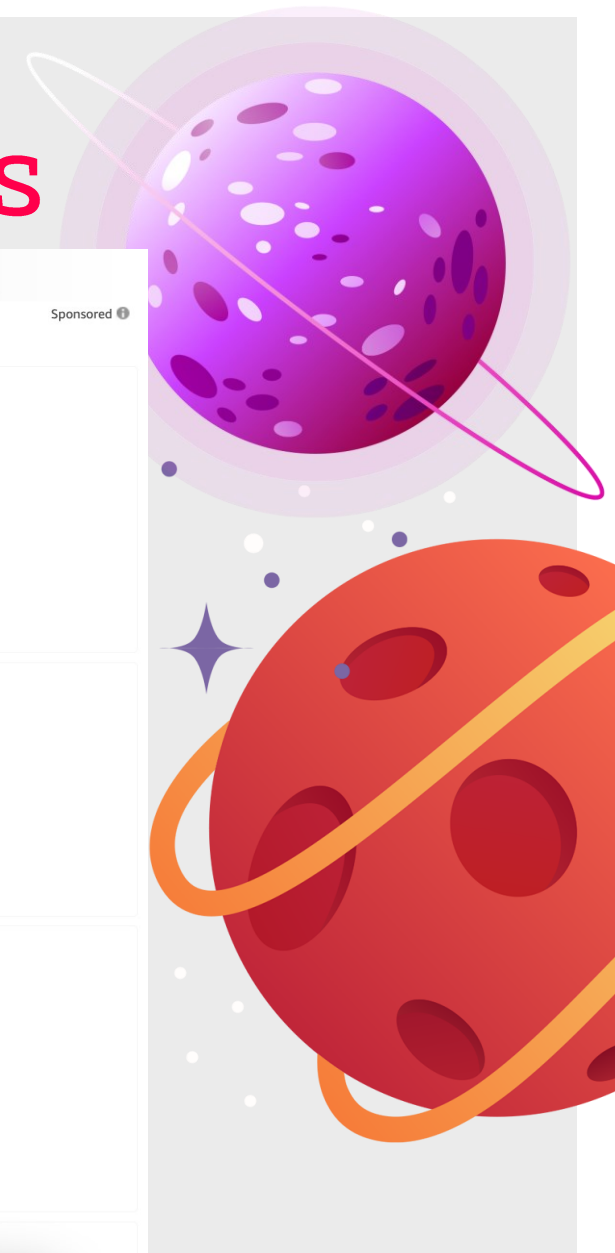
Amazon's Choice

Sponsored ⓘ

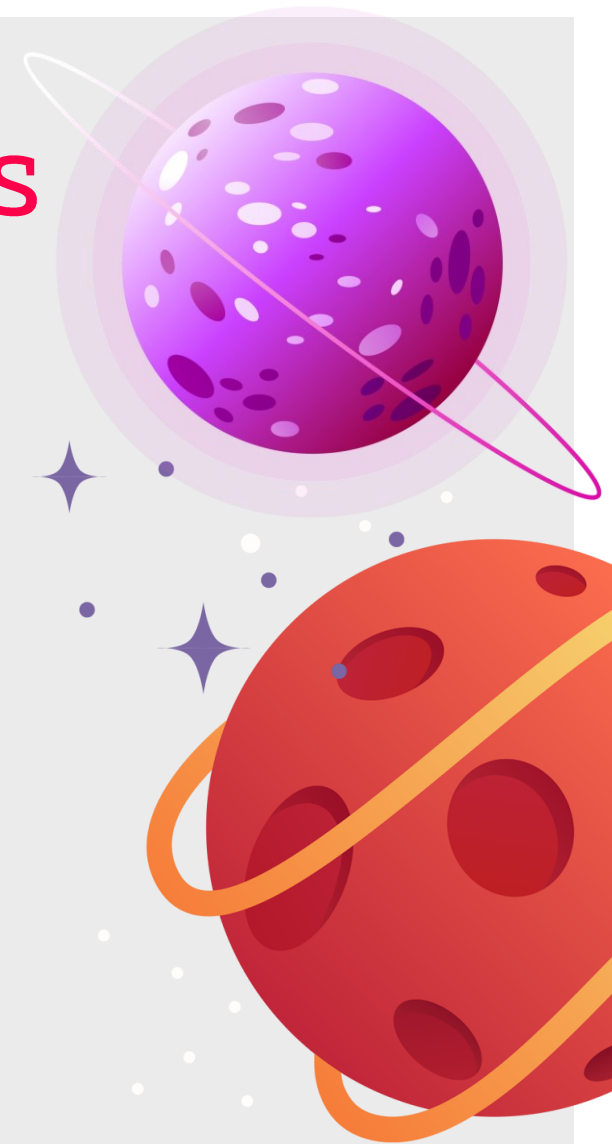
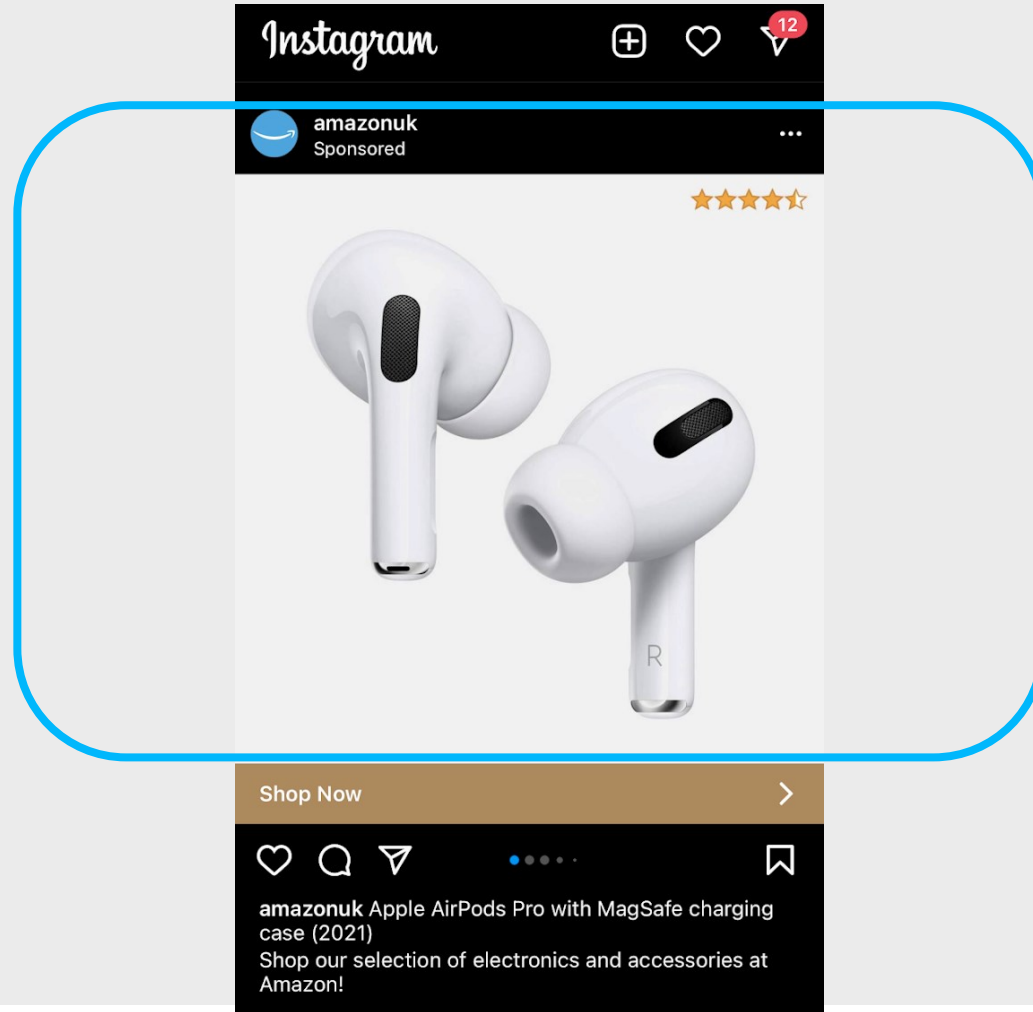
Apple AirPods Pro with MagSafe charging case (2021)
★★★★★ ~ 82,025
£189⁰⁰ ~~£239.00~~
Get it **Tomorrow, Mar 18**
FREE Delivery by Amazon
More buying choices
£141.75 (106 used & new offers)

A pair of white Apple AirPods Pro with their MagSafe charging case, shown from a top-down perspective.

Apple AirPods Pro (Renewed)



Amazon Sponsored Product Ads



Amazon Sponsored Product Ads

The most popular advertising on Amazon Ads, as this appears in every step of a customer journey to purchase.

Sponsored Product Ads appear:

- Search results
- On the right side of search results
- On the bottom of search results
- On product detail pages
- External Websites



Benefits of Product Ads

- Only charged when a customer clicks on your sponsored Ad
- Extremely straightforward to create, and can gain the most conversions
- If you have a new product launching, a product ad can be helpful to understand audience
- Generally these have the best **Advertising Cost of Sales i.e. ACoS**
- Can be remarketed on other websites



Different Type of Campaigns



Different Type of Campaigns

Manual Bidding

- More time consuming to create
- Take control of the Ads and who you want to target
- Have more confidence where your money is being spent on Amazon
- Can bid higher on keywords you know are successful to your business
- Amazon do suggest relevant keywords
- Only show up for search terms that you want to be shown for



Different Type of Campaigns

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Automatic Bidding

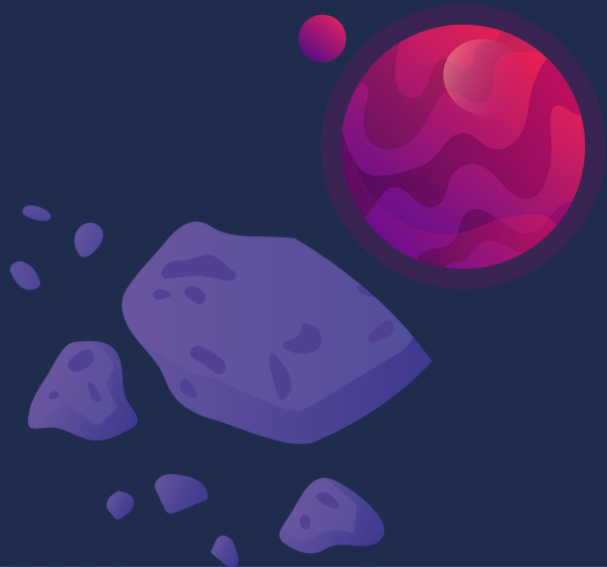
- Easy to set up
- Leave in the hands of Amazon
- Amazon will decide where the bidding is spent
- Make the most of adding negative keywords to campaigns to reduce wasted bidding
- Great for experimenting and testing new campaigns
- Can show up for long tail search terms that you may not have thought of before

TIP

Run an Automatic campaign
and use the data gathered to
set-up a Manual campaign



Amazon PPC Keywords



How Ads Can be Targeted

Ads can be targeted by the following:

- **Keywords**
- **ASINs** (Amazon Standard Identification Number)
- **Products**



Amazon PPC Keywords & Match Type

3 Different Type of Keywords

Broad Match

- Customers search term contains all the words you mentioned
- Very broad in search terms, and needs negatives to be successful

Phrase Match

- Customers search terms contains your keyword phrase
- More expensive than Broad, but search terms more relevant

Exact Match

- The most expensive keywords, as these keywords are more likely to convert as the search term will only appear for the keyword you have used



Amazon PPC Keywords & Match Type

3 Different Type of Keywords

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TIP

Use keyphrases that perform well
from your Google Shopping ads

Excluding keyphrases, ASIN's & products (also called “Negative”)

- **Negative keywords** can only be **Phrase** or **Exact**
- You can also “**negative ASINs**”
- You can “**negative products**”, that you don't want to appear with



What is ACoS?



What is ACoS?

- **Advertising Cost of Sales (%)**
- Formula is: **Total Ad Spend ÷ Total Revenue x 100**
 - If you spent £10 and made £100 then your ACoS is 10%
- Lower ACoS means you've spent less to gain a sale
- You can look at ACoS on an account overview, campaign overview and ad group overview
- Note: You also have to **pay commission** to Amazon for the product sale



How do Amazon Rank Ads?



How are your Amazon Ads ranked?

- Your position or “rank” on the page is based on your **Ad Bid** and **Ad Grade**
- **Ad Grade** is based on the following:
 - Product title
 - Description
 - Search Terms
 - Seller Name
 - Reviews



How to rank higher?

- Relevant product images
- Pricing has to be competitive
- Extra depth in product descriptions
- Great Customer Reviews (more than 3.5 Stars)
- Responding to Questions on Products
- Increase bids



Pros/Cons of Amazon Ads



Pros & Cons of Amazon Ads

Pros

- Easy to create automatic Campaigns
- Amazon is the 5th most popular website, so advertising can reach a large audience
- Majority of customers on Amazon are in the shopping funnel, so more likely to convert
- Increases your organic listings rankings on Amazon
- Select to target competitor products

Pros & Cons of Amazon Ads

Pros

- Easy to create automatic Campaigns
- Amazon is the 5th most popular website, so advertising can reach a large audience
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- Select to target competitor products

Cons

- Management of an Amazon Advertising Account can be a long procedure, especially if Manual bidding applied
- Can be a long process to create ads with a large campaign
- Editing Ad Group budgets can be difficult
- You are paying for clicks and not sales
- Associated cost (Ad Spend and Amazon Commission)

The background is a dark blue gradient with various celestial bodies. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. To the left of the center is a green planet with dark spots. In the bottom right, there's a pinkish-orange planet with spots and a red planet with a yellow ring system. The text "Will Amazon Advertising benefit you?" is centered in white.

Will Amazon Advertising benefit you?

Will Amazon Advertising benefit you?

- If you have a product you want to sell or a brand you want to highlight, you should take advantage of Amazon Advertising
- Amazon Users are already in the shopping funnel, and converting on Amazon is simple



Will Amazon Advertising benefit you?

- If you have great reviews for your products, you are more likely to get more conversions
- Amazon has a large audience and is a great way to push your product/brand in front of a new audience
- If you have good margins on your products and can afford the commission/ad spend from Amazon



Amazon Ads Reporting

Amazon Ads Reporting

- Like Google, Amazon Ads have a simple reporting functionality
- Can look at Account overview, or go further in to look at Campaign/ad group performances



Amazon Ads Reporting

Spend ⓘ

£34,278.51 TOTAL

Sales ⓘ

£1,371,297.19 TOTAL

Orders ⓘ

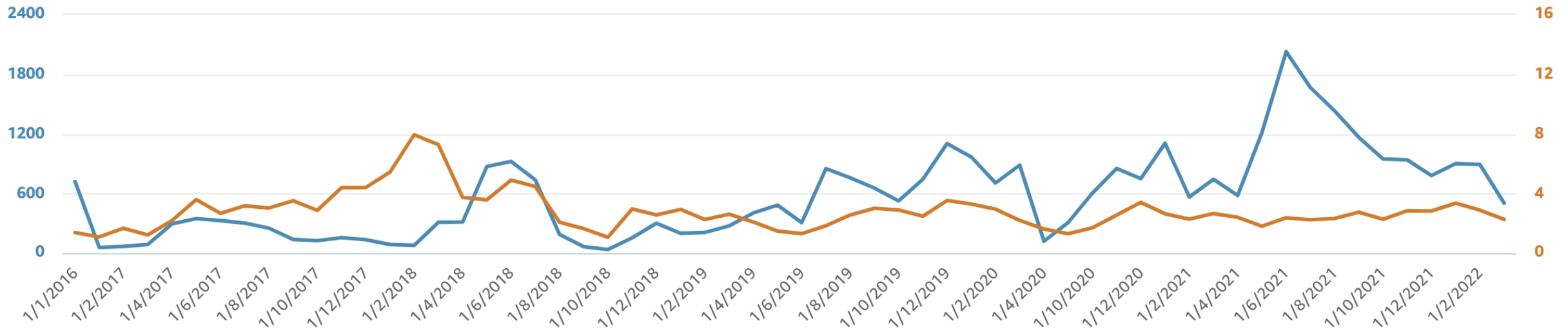
20,663 TOTAL

ACOS ⓘ

2.50% AVERAGE

ROAS ⓘ

40.00 AVERAGE



Amazon Ads Reporting

Active	Campaigns ⓘ	Impressions ⓘ	Top-of-search IS ⓘ NEW	Clicks ⓘ	CTR ⓘ	Spend ⓘ	CPC ⓘ	Orders ⓘ	Sales ⓘ	▼ ACOS ⓘ	ROAS ⓘ
		61,568,820		393,538	0.64%	£34,278.51	£0.09	20,663	£1,371,297.19	2.50%	40.00
<input checked="" type="checkbox"/>		1,485,380	9.53%	13,317	0.90%	£894.84	£0.07	522	£25,101.76	3.56%	28.05
<input checked="" type="checkbox"/>		3,624,948	<5%	34,343	0.95%	£2,495.09	£0.07	1,195	£70,793.62	3.52%	28.37
<input checked="" type="checkbox"/>		2,284,967	<5%	15,171	0.66%	£1,655.45	£0.11	600	£49,671.92	3.33%	30.01
<input checked="" type="checkbox"/>		2,706,888	<5%	19,459	0.72%	£1,117.25	£0.06	1,043	£36,609.23	3.05%	32.77
<input checked="" type="checkbox"/>		7,854,805	<5%	49,543	0.63%	£3,661.50	£0.07	2,174	£121,351.45	3.02%	33.14
<input checked="" type="checkbox"/>		10,666,111	<5%	48,788	0.46%	£7,313.22	£0.15	1,603	£255,410.94	2.86%	34.92
<input checked="" type="checkbox"/>		7,791,854	<5%	53,017	0.68%	£4,649.15	£0.09	3,857	£162,689.37	2.86%	34.99
<input checked="" type="checkbox"/>		2,969,003	<5%	21,766	0.73%	£1,305.25	£0.06	1,148	£48,809.99	2.67%	37.40
<input checked="" type="checkbox"/>		3,160,112	<5%	19,515	0.62%	£1,625.20	£0.08	1,431	£66,019.68	2.46%	40.62
<input checked="" type="checkbox"/>		1,327,674	<5%	9,364	0.71%	£775.78	£0.08	484	£31,906.88	2.43%	41.13

Certifications in Amazon Ads



Certifications in Amazon Ads

- Like Google, Amazon have a Learning Console
- Training and Exams are free
- Multiple-choice based Exams
- <https://advertising.amazon.com/en-gb/resources/learning-console#:~:text=learningconsole.amazonadvertising.com>



Thank you

enquiries@anicca.co.uk

Disclaimer

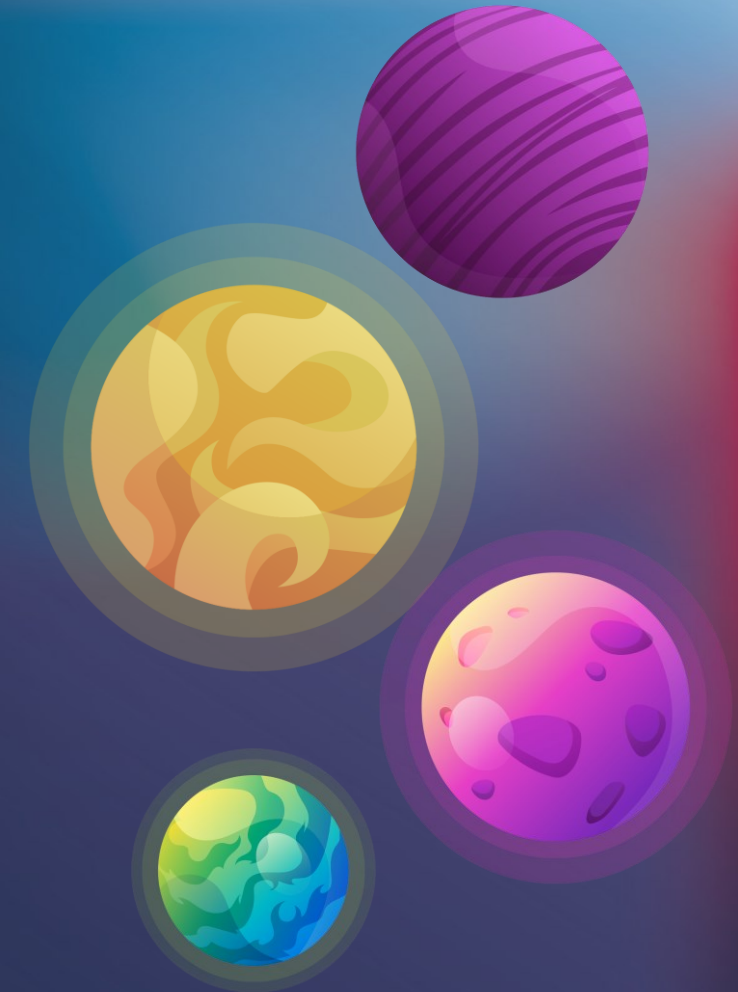
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Important Analytics announcement

- Google to sunset Universal Analytics by June 2023
- GA4 implementations jump to the top of everyone's to-do list!



A promotional graphic for Google Analytics 4 Setup. It features a dark blue background with a white circle containing a yellow bar chart icon. A red banner with white text reads "15% Off". To the right, the text "Limited Time Offer" is in red, and "Google Analytics 4 Setup" is in white. A blue line graph with three points and a magnifying glass icon are also present.

15% Off

Limited Time Offer

Google Analytics
4 Setup

How we can help you?

15% discount on GA4 services (booked before end of March)

- **GA4 Training:**

- **Bespoke GA4 training** (in person training for your team - learn how to do GA4 set-ups yourself) - reduced from £1,125+vat to £955+vat
- **Group Training** – in-person (in Leicester) or join online - £600+vat reduced to £500+vat per person)

- **GA4 set-ups by Anicca team:**

- **Standard set-up** - reduced from £1,000+vat to £850+vat
- We can provide a quote for **large and more complex GA4 set-ups** – you will still receive a 15% discount

New digital skills bootcamp in May

The course consists of a total of **130 hours of guided learning**,
This is equivalent to about **10 hours per week** and includes:

- **10 weeks of lessons** – 1-day live lesson, 1-2 hours of live webinars, plus self-service webinars and access other Anicca and DMI resources.
- **Ongoing communication** (via Slack), enabling communications with other learners and the trainers
- At the end of the course there are **optional vocational sessions** – 1-day guided exam revision, 2 days of guest speakers' sessions/workshops, plus 2-hours of 1-2-1 mentoring etc.
- A **certification of attendance** (after learners have completed the 130 hours)
- Online multi-choice **DMI exam**
- Learners will get **membership to the DMI** & access to DMI resources

Waiting list for May's digital bootcamp

- We are waiting for confirmation from D2N2 for the funding for our next digital bootcamp, which is due to start at the beginning of May
- There are free places for priority groups, such as unemployed, under 24 and over 50
- If you are an employer or employed full-time (and not in a priority group) - you will be required to make a small contribution
- You can find out more at <https://anicca.co.uk/grant-funded-digital-skills-bootcamps/>
- **You can join the waiting list by signing up here**
<https://bit.ly/grant-funded-bootcamp2>