



Digital Skills bootcamps – Learner Induction

Ann Stanley & Katie Downing-Howitt



A massive ANICCA WELCOME ☺



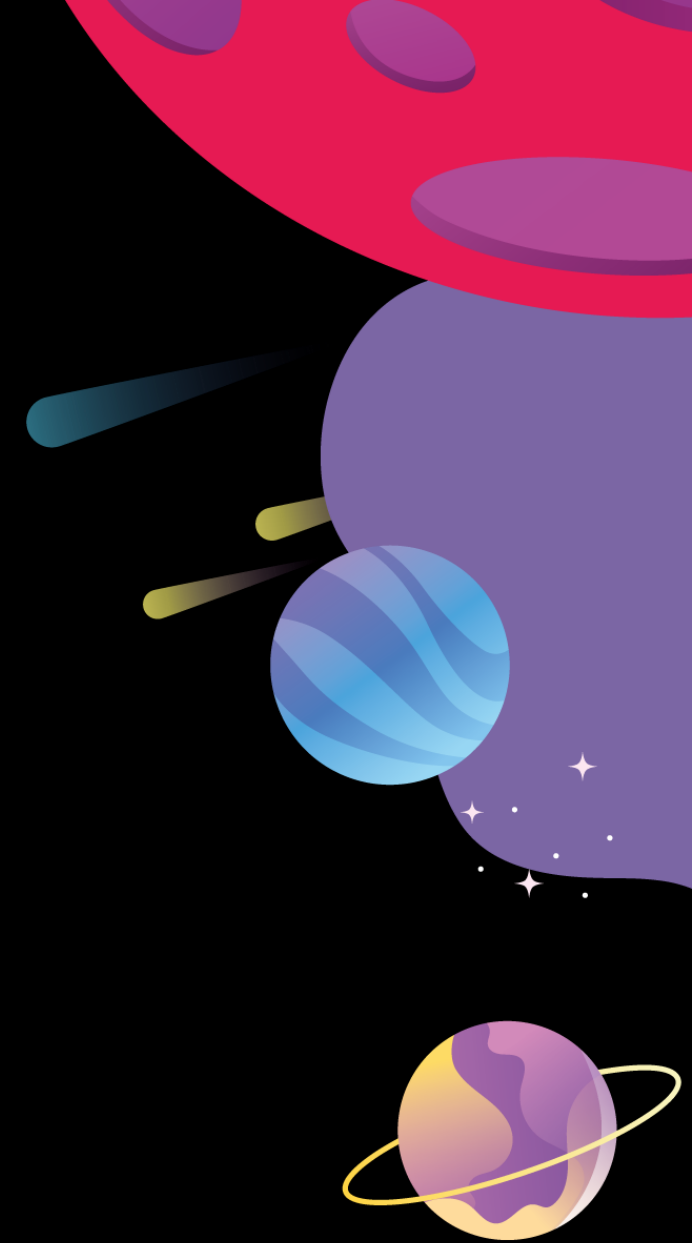
A massive ANICCA WELCOME 😊

- The start of a journey
- We're building a community
- We're all here for a reason
- The Digital Skills Gap
- Managing expectations
- Let's go!

Agenda

1. Introduction to Anicca and the team
2. Course funding
3. Delivery and monitoring of training
4. Software and learning platforms
5. Vocational workshops and other options
6. At the end of the course and certification
7. What happens next?

Part 1 – Introduction to Anicca and the team



Welcome to Anicca.

Award-winning and **out of this world**
digital marketing services since 2007.



Who are Anicca?

About Anicca

2007
Est

28
Staff

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.

anicca 15



Who are Anicca?

Our Ambition

- We stick by the fact that we are best-in-class in technical delivery in digital marketing.

We will Prove it!

Channels

- Paid Media
- Social Media
- SEO & content
- PR (Digital & Traditional)
- Analytics & tracking

Services

- Consultancy & Strategy
- Audits & Analysis
- eCommerce & Lead Gen
- Digital Branding
- Training & Qualifications



Recognised in industry.

From platform partners to globally recognised accreditation; we work hard to earn your trust and we aim to keep it.

We endeavour to prove our place in the industry with our awards and accreditations, giving you peace of mind that we are your right partner.



Senior Management Team

Meet the Crew



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director



Angie Longman
Client Delivery

Directors



Holly Kelly
Head of POD's



Thom Shardlow
Creative Strategy



Ange Padfield
New Business



**Katie Downing-
Howitt**
Marketing



Ed Truman
Analytics & Data

Managers

Our Approach

Where and When you need us.

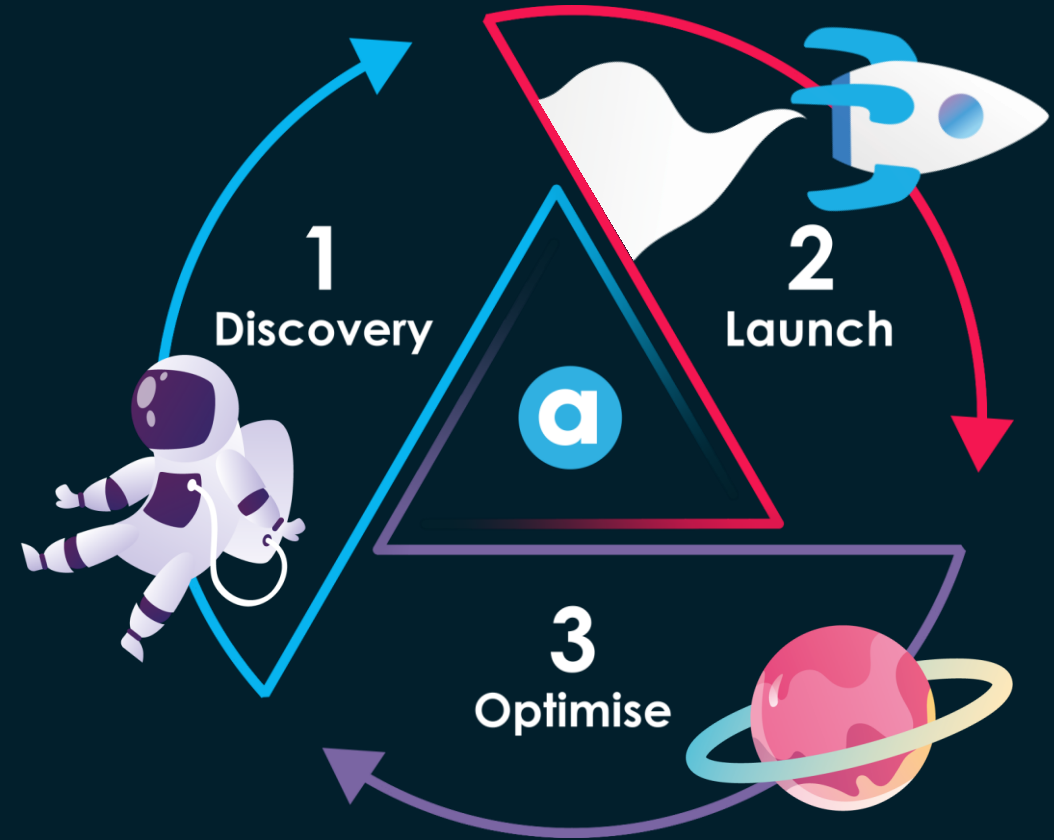
Ready when you are.

1 Discovery - The first phase in understanding a market or audience prior to launch

2 Launch - Deployment and fulfilment of your digital marketing requirements

3 Optimise - Adapt and tweak your campaign to drive deeper engagement

Manage - Here every step of the way to help you realise success.



Experience

Our Pedigree.

We have vast experience of working with companies that manufacture or build their own products.

Our deep understanding and sharp focus on these specific industries is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

- Construction Industry
- Global Distribution Network
- Logistics & Supply Chain
- Manufacturing & Supply Chain
- Medical, Health & Scientific



Science & Art.

- We believe digital marketing is a mix of art and science; and, like all scientists, we measure everything, use data insights and undertake experiments to test and learn.
- And like all artists, we mix the latest platform best practices and user experience from a creative perspective and ask for the freedom to adapt and change campaigns based on audience and results.
- Every touchpoint is considered to make sure the client gets the best outcome achievable.



The trainers & project team



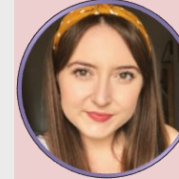
Your trainers

Ann Stanley
Founder & CEO



Week 1: Introduction to Digital Marketing

Rachel Cryon
Social Media



Week 2: Social Media Marketing

Amy Hayward-Paine
PR & Content



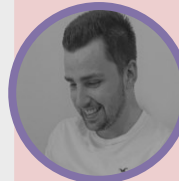
Week 3: Content Marketing

Ed Truman
Analytics & Data



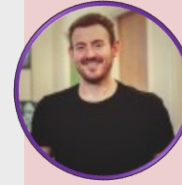
Week 4: Email Marketing

Jordan Munton
Paid Media



Week 5: Paid Search (PPC) Google Ads

Matt Cocking
Paid Media



Week 6: **Display and Video Advertising**

Brad Longman
SEO



Week 7: **Web Optimisation**

Brad Longman
SEO



Week 8: **Search Engine Optimisation (SEO)**

Ed Truman
Analytics & Data



Week 9: **Analytics**

Darren Wynn
Managing Director



Week 10: **Digital Marketing Strategy**

Ann Stanley
Founder & CEO



Week 11: **Exam Revision**

Project & learning support team



Katie Downing-Howitt
Marketing &
Project lead



Ann Stanley
Founder & CEO



Lucy Hammond
Learner support

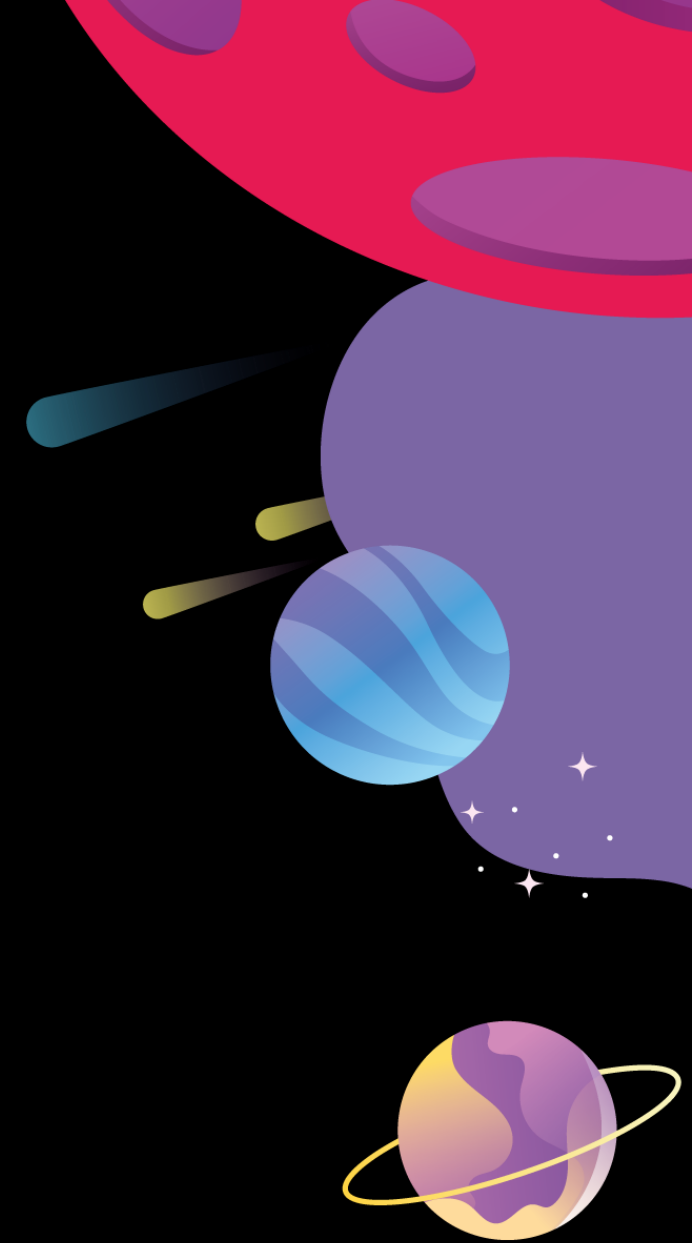


Ange Padfield
New Business



Salema Khatun
New Business

Part 2 – Course funding



Grant-funded Skills Bootcamp

- Skills Bootcamps are flexible courses that give people the opportunity to build up tech skills and provide expert help reaching an interview with a local employer. They are being developed by the Government as part of the **Lifetime Skills Guarantee** and **Plan for Jobs**.
- The delivery of this qualification is facilitated through grant funding, allocated directly to training companies or intermediaries such as Local Enterprise Partnerships (LEP) – for example D2N2*, where we are an accredited **trainer provider**
- The grant helps more people develop new skills, awarding **60% to 100% discounts** on the cost of a course to those **aged 19 and over**, who are based in specific regions supported by each LEP

Digital skills providers & coordinators

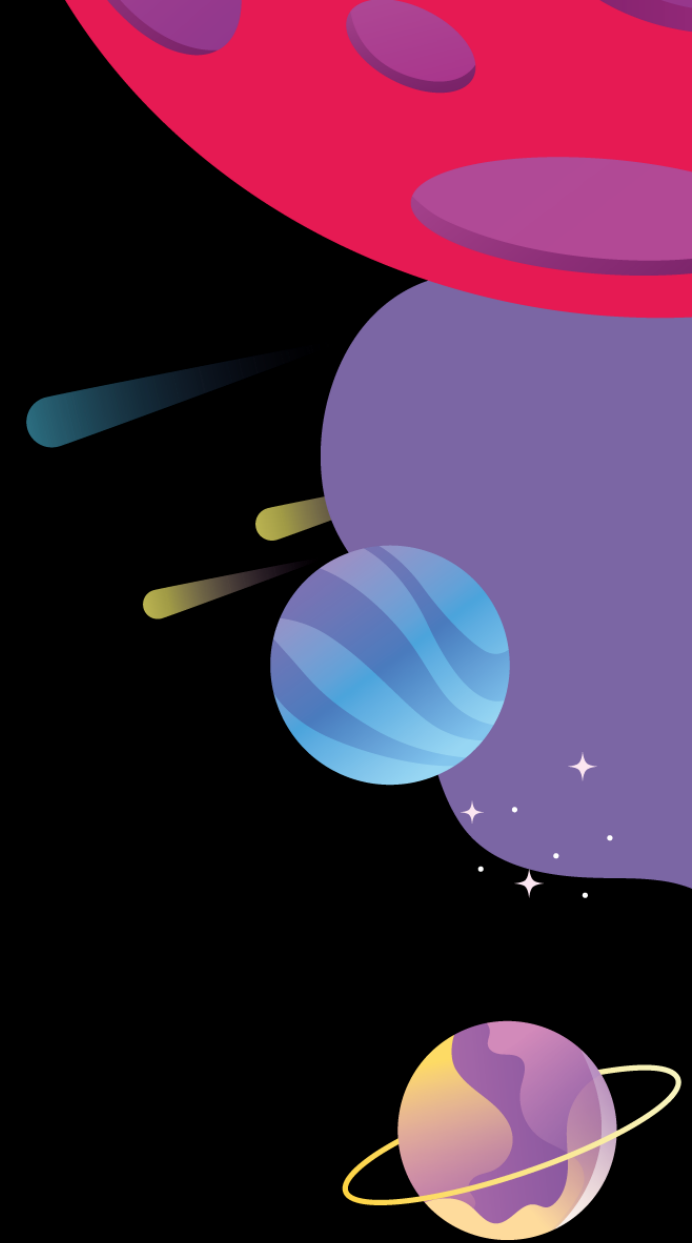
Location	Training provider
Multiple or Available remotely	Babington Business College Firebrand NCH Northeastern School of Code Tech Talent University of Bath QA Ltd. (remote)
East Midlands	D2N2 LEP Northcoders Limited
East of England	Cambridge and Peterborough LEP
London	Founders & Coders C.I.C. Just IT Training Ltd Makers Academy Limited QA Ltd. UpSkill Digital
North-east	Gateshead College Learning Curve Group Northcoders Limited

Location	Training provider
North-west	Liverpool City Region Combined Authority Northcoders Limited QA Ltd. Skills City at MediaCity UK The Growth Company Limited We Are Digital Training Ltd
South-east	Isle of Wight Learning Curve Group
South-west	HotSW LEP Weston College of Further and Higher Education
West Midlands	BCTG Local Education and Development (LEAD) Northcoders Limited
Yorkshire and the Humber	Northcoders Limited The Developer Academy Ltd The Sheffield College

This list is subject to change so please check out:

<https://www.gov.uk/government/publications/find-a-skills-bootcamp/list-of-skills-bootcamps>

Part 3 – Delivery and monitoring of training



We will provide you:

- **Access to resources and learning platforms**

- Access to Anicca learning portals and webinar platform
<https://academy.anicca.co.uk>
- Access to Slack and our online support community for learners and trainers (note: a code of professional conduct will be expected in all online communication)
- Membership of DMI and access to their resources (including a voucher to take your exam)

- **10 weeks of course delivery**

- Approximately 10 hours of guided learning per week
- Live training sessions, led by our digital marketing experts
- 1-2 hours of webinars per week
- Access to previous Anicca webinar recordings and resources

Lesson time-table (every Wednesday)

Dates	Modules	Lead Trainers
Week 1	Induction (Tuesday - 2 hours)	Ann & Katie
Week 1	Introduction to Digital Marketing	Ann
Week 2	Social Media Marketing	Rachel
Week 3	Content Marketing	Amy
Week 4	Email Marketing	Ed
Week 5	Paid Search (PPC) Google Ads	Jordan
Week 6	Display and Video Advertising	Matt
Week 7	Website Optimisation	Brad
Week 8	Search Engine Optimisation (SEO)	Brad
Week 9	Analytics	Ed
Week 10	Digital Marketing Strategy	Darren
Week 11-12	Exam Revision for DMI Exam and /or Google certificates	Ann
	Guest speakers & Recruitment-ready workshops	Katie
Course completion	Anicca Digital Course Certification	

Course delivery – 10 hours per week

When	What	How
Monday or Tuesday	Pre-recorded introduction webinars related to the week's topic	Self-service video – choose from over 150 webinars in our resource library
Wednesday (Live 9:30am – 4:30pm)	Main lesson taught live	The weekly class is taught live by our agency staff in our Leicester-based classroom . The lesson is streamed online for learners that can't (or do not want) to come to our training centre
Wednesday (Catch-up)	Main lesson recorded and watched in your own time	The video recording can also be watched later , for example, at weekends and in the evenings. However, you need to have watched the recording within 2 weeks of the live session, to continue the programme.
Friday (Live 9:00am – 10:00am)	Friday morning live webinar broadcast publicly	Live webinar presented by other members of the team on a related topic

Learners' commitment

- There are only a **limited number of places available**, so it is essential that everyone that starts the course completes it, otherwise you are preventing someone else from having a place. This means that you must be able to **allocate at least 10 hours per week** to the course and do so every week.
- When you signed your contract, you agreed to **attend all technical sessions, in a timely manner**:
 - You will either **watch the weekly lessons** live or by watching the recording within 2 weeks of the broadcast date (attendance is tracked using our webinar software)
 - You agree that if you fall more than **2 weeks behind** that you may lose your place on the course and forfeit any fees that you paid (unless you have informed us via email that you are on leave or sick)
 - You will **complete** all course materials within 12 weeks
- You have also agreed to the **GDPR statement** and the use of your data in accordance with the DfE GDPR statement, outlined in the appendix of your contract

Code of Conduct & Safeguarding

- We would like to make all learners aware of our Safeguarding Policy and procedures. This consists of:
 - **Code of Conduct**, which applies to everyone (learners, all staff and any guest speakers) and is designed to ensure acceptable behaviour both online and in-person (see next slide)
 - **Safeguarding Procedure and training**, which is used by the Anicca staff to safeguard and promote the welfare of all learners, staff and others who are involved in the course and to protect them from harm
- We have provided a copy of the Code of Conduct and a summary of the Safeguarding Policy in the handouts

Code of Conduct - key points

- The **Code of Conduct** is part of the procedures relating to the Digital Skill Bootcamp and its execution (required by D2N2 and the DfE)
- This code must be **adhered to by all participants**, including learners, trainers, other project staff and any external guests
- This covers all communications:
 - During any our **face-to-face classes**, held at our offices in Leicester
 - Within our **online communities**, including:
 - Our BigMarker Webinar platform (online chat)
 - Our Anicca Slack online community
 - This also includes behaviour that occurs **outside the scope of community** activities (e.g. via email or LinkedIn)
 - Anywhere else that such behaviour has the potential to jeopardise community members' safety and well-being.

Code of Conduct - expected behaviours

Expected behaviour

- Always be welcoming to others
- Be kind, inclusive and helpful to each other
- Be professional – this is a business environment
- Be honest but polite – this is especially important to understand as our trainers are encouraged to provide constructive criticism by telling you “what you need to know - not what you want to hear”.

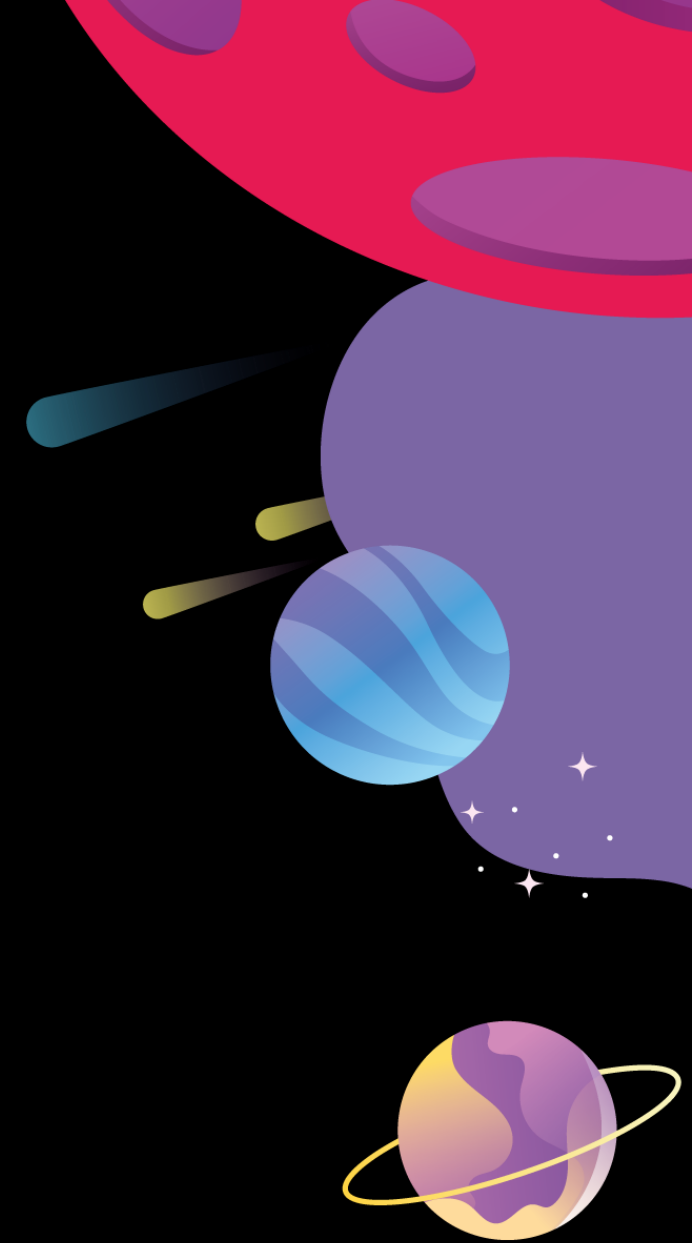
Enforcement

- Consider your speech and actions because unacceptable behaviour will not be tolerated and will carry consequences.
- If you are the subject of, or witness any violations which go against the expected behavioural norms, then please contact the Designated Safeguarding lead via katie@anicca.co.uk
- If violations occur, organisers will take any action they deem appropriate for the infraction, this will include an initial warning in writing but if the behaviour continues, then this could include expulsion from the course.

Code of Conduct – Unacceptable behaviours

- Sexist, racist, homophobic, transphobic, ableist, or otherwise discriminatory or offensive conduct or expression is prohibited.
- Use of uninvited, provocative, disparaging, or improper titles or nicknames.
- Showing disrespect for others that is considered unacceptable, this may be shown as attitudes of dismissiveness, innuendo, and/or inappropriate jokes.
- Harassment or threats online or in-person.
- Showing disregard towards opposing viewpoints and differences in opinion.
- Inappropriate attention or contact. Consider the consequences of your actions. If you are making others feel uncomfortable, then stop.
- Not being able to distinguish between constructive and disparaging criticism.
- Be careful not to disrupt and interrupt constantly in a sustained way.
- Do not threaten violence or engage in violent rhetoric or language
- Blatant selling or promotion of your own services or products, unless invited to do so by the trainers and/or other members of the community

Part 4 – Software and learning platforms



The Big Marker webinar software

- Our webinar and training software is called BigMarker – this is what you are using now
- It allows us to use a range of features during the presentation:
 - Course delivery using slides, videos or screen shares, (whilst presenting live in a classroom)
 - The video is recorded and circulated after the lesson/webinar
 - Handouts are available within BigMarker and/or from the academy training portal
 - We can communicate via the online chat, Q&A
 - There are polls and pop-up promotions or links
 - After the webinar we get statistics on who has actively attended live or watched the recording after the event
 - We can update the database and invite learners to the next session



INTRODUCTION TO DIGITAL MARKETING

Set a sticky message here.

Type your message here... Send

Our learning portal – ***<https://academy.anicca.co.uk>***

- You will be given access to our learning portal in the next few days
<https://academy.anicca.co.uk>
- You have to log into to access all the course units:
 - You will receive an email from WordPress with a link
 - You will receive an email from our team with your password and instructions
 - When you first login you will be taken to the admin panel of the WordPress website, you can ignore this and open another browser window or click “View the site”
 - You know you are logged in as the courses will swap from a grey link to a green link, which you can click on



CLICK HERE
FOR FREE ACCESS

0116 2989756 | Login

[A: Anicca Slides](#)

[B: Background & Free Resources](#)

[C: CIM slides](#)

[D: DMI Slides](#)

[Test Yourself \(Quizzes\)](#)

[Webinars and Videos](#)



Introductory Handbooks

D1. Introduction to Digital marketing and induction

D2. Search Engine Optimisation (SEO)

D3. Social media marketing

D4. Content Marketing

D5. Website design & optimisation

D6: Email Marketing

D7: Paid Search (PPC) Google Ads


D8: Display and Video Advertising

D9: Analytics



Units in the Academy learning portal

Before logging in



CLICK HERE
FOR FREE ACCESS

0116 2989756 | Login

A: Anicca SlidesB: Background & Free ResourcesC: CIM slidesD: DMI SlidesTest Yourself (Quizzes)Webinars and Videos

1. Introduction to Digital marketing and induction

Please log-in to access the training courses.

D1. Introduction to Digital marketing and induction

D1.1 Induction	
Unit 1	D1.1 Induction

D1.2 Introduction to Digital Marketing

Unit 1	D1.2 Introduction to digital marketing (slideshow)
Unit 2	D1.2 Introduction to digital marketing (text)
Unit 3	D1.2 Introduction to digital marketing (PowerPoint - slides and notes)

Watch the videos for this module (Principles)

Module IntroductionConceptsPrinciples

Introductory Handbooks

D1. Introduction to Digital marketing and induction

D2. Search Engine Optimisation (SEO)

D3. Social media marketing

D4. Content Marketing

D5. Website design & optimisation

D6: Email Marketing

D7: Paid Search (PPC) Google Ads

D8: Display and Video Advertising


D9: Analytics

D10: Digital Marketing Strategy

D11: Revision for DMI online exams

Powered By WP Courseware

After logging in



CLICK HERE
FOR FREE ACCESS

0116 2989756 | Login

A: Anicca SlidesB: Background & Free ResourcesC: CIM slidesD: DMI SlidesTest Yourself (Quizzes)Webinars and Videos

1. Introduction to Digital marketing and induction

Please log-in to access the training courses.

D1. Introduction to Digital marketing and induction

D1.1 Induction	
Unit 1	D1.1 Induction

D1.2 Introduction to Digital Marketing

Unit 1	D1.2 Introduction to digital marketing (slideshow)
Unit 2	D1.2 Introduction to digital marketing (text)
Unit 3	D1.2 Introduction to digital marketing (PowerPoint - slides and notes)

Watch the videos for this module (Principles)

Module IntroductionConceptsPrinciples

Introductory Handbooks

D1. Introduction to Digital marketing and induction

D2. Search Engine Optimisation (SEO)

D3. Social media marketing

D4. Content Marketing

D5. Website design & optimisation

D6: Email Marketing

D7: Paid Search (PPC) Google Ads

D8: Display and Video Advertising

D9: Analytics

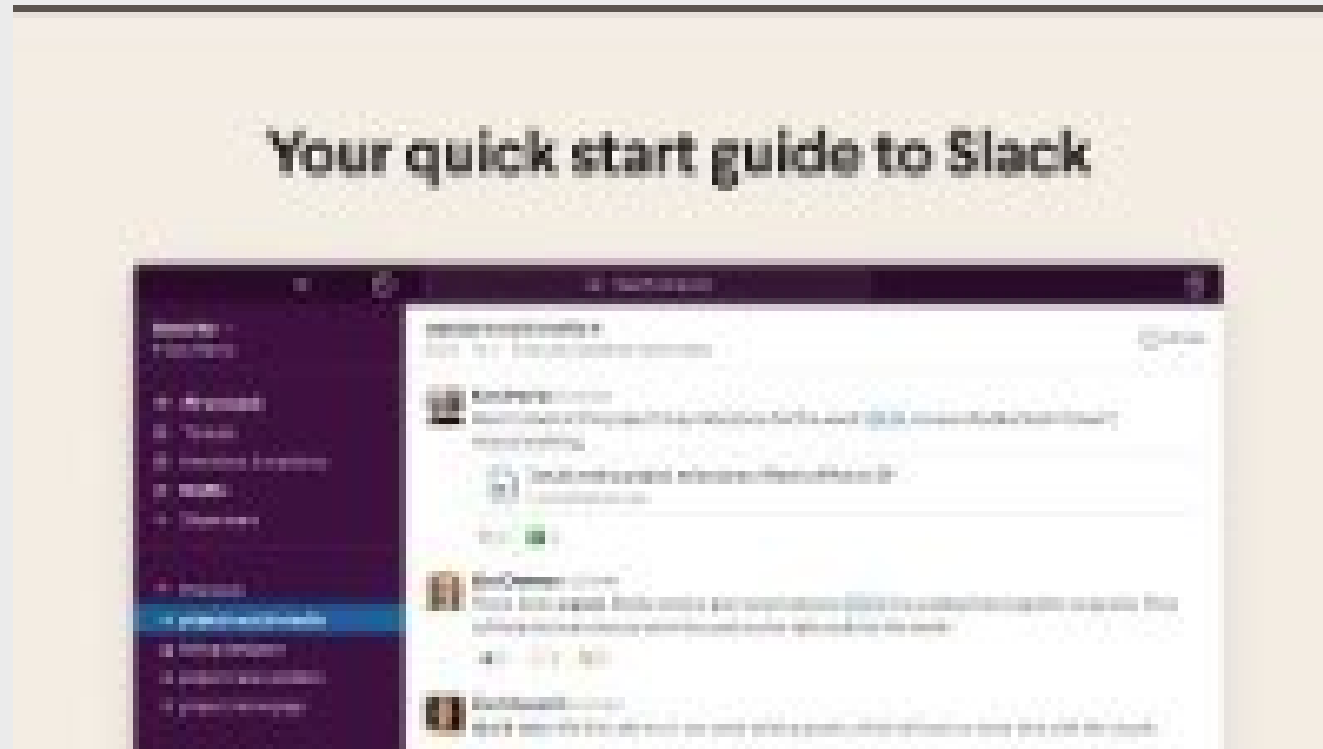
D10: Digital Marketing Strategy

D11: Revision for DMI online exams

Powered By WP Courseware

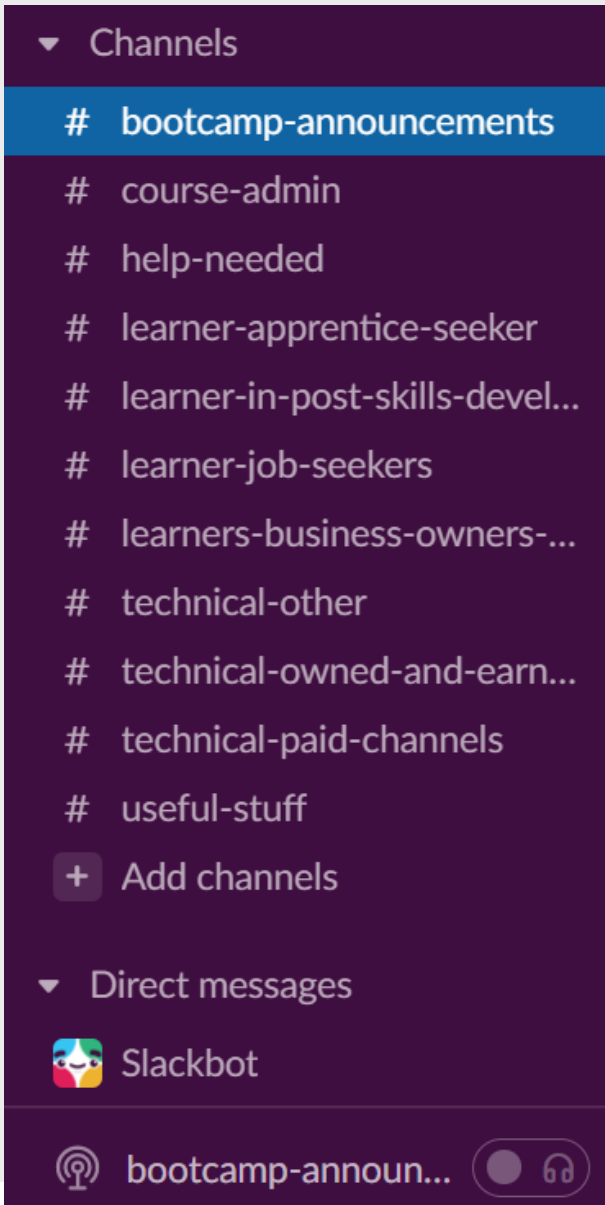
Slack - our online community

- We have created an easy-to-use online community using Slack (which is a messaging similar to WhatsApp or Teams)
- You can use this on your laptop or your mobile via the Slack App
- You will receive an invite to join Slack in the next few days





Slack - our online community

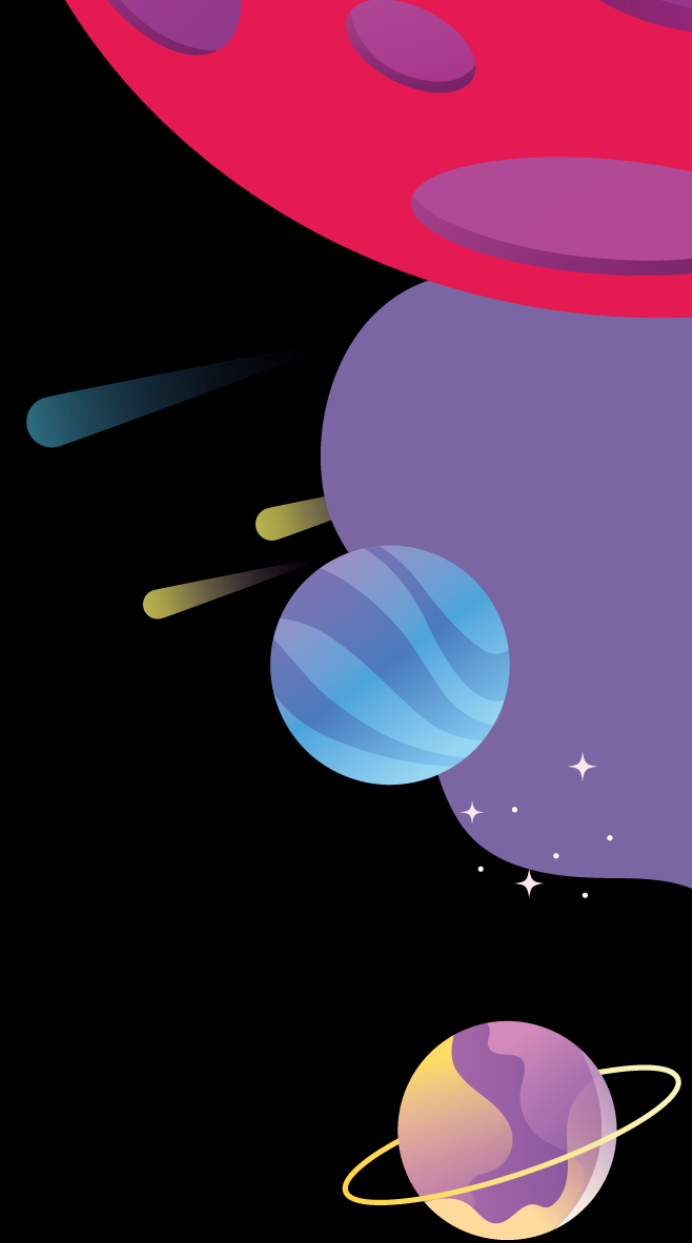


- You can use Slack to communicate with the other learners, the trainers or project support staff
- Our technical team will monitor the chat during work hours, so you can ask us questions using the #help-needed channel, however, you are also encouraged to help each other
- #bootcamp-announcements is the channel where everyone is a member – so important stuff will go in here
- We have also created some channels relating to different learners' situations, you can join any of these if you wish e.g. #learner-job-seeker or #learner-business-owners-and-self-employed
- If you miss an announcement, you will receive an email

DMI membership and portal

- DMI membership and access to the DMI portal and resources will be available after you have completed all 10 lessons
- After you have been given access, you will be given your voucher, so you can book your online DMI exam (as there is normally an 8-12 week waiting list)
- Your membership lasts for 6 months, so we recommend that you book your exam as soon as possible. This will give you time to retake the exam if required
- The DMI have additional resources and a mock exam that you can use to help you revise at the end of the course

Part 5 – Vocational workshops and other options

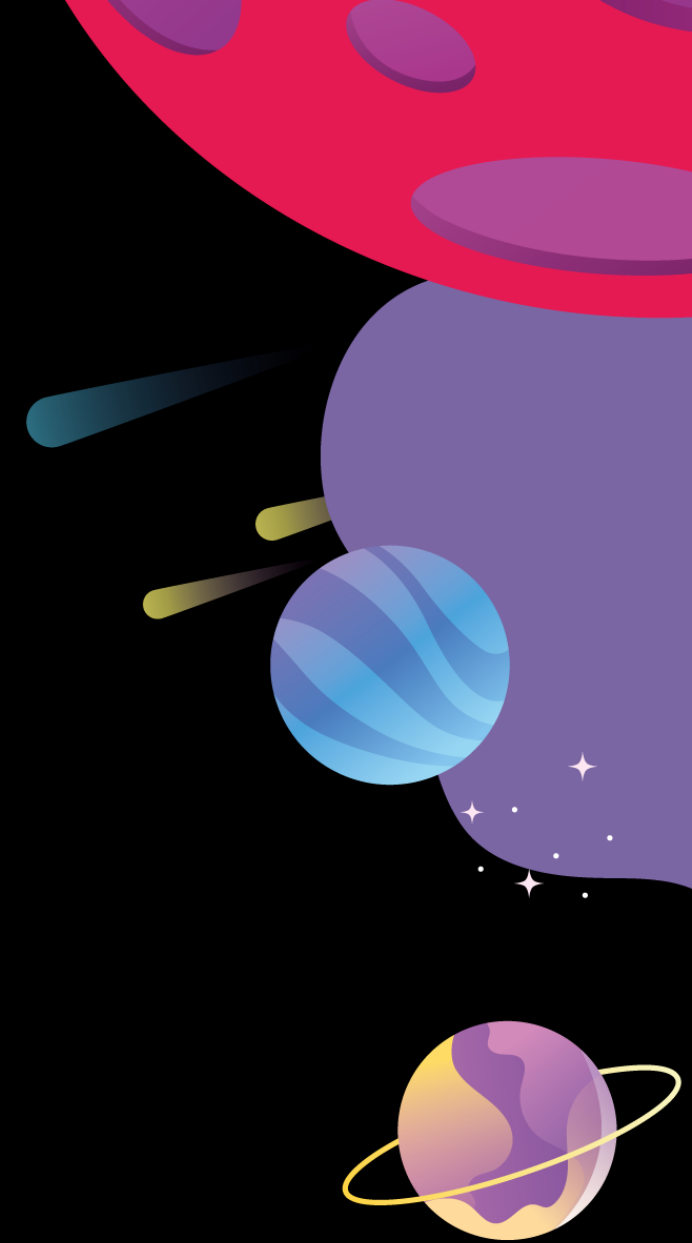


Recruitment-ready workshops

Additional webinars, online lessons, and other resources will be provided:

- Optional and practical “Recruitment-ready workshops” will be provided by Distinct Recruitment, to help you develop **CV and interview techniques**
- You can attend various workshops from local **Universities and Colleges** on **education** and **apprenticeship opportunities**
- **Our guests include:**
 - Local Recruitment companies
 - Local Universities
 - Local Colleges and apprenticeship providers
- Option to take additional exams like the **Google Analytics** or **Google Ads certifications**
- **Guaranteed job or apprenticeship interview** for learners not funded by their employer

*Part 6 –
At the end of the
course and
certification*

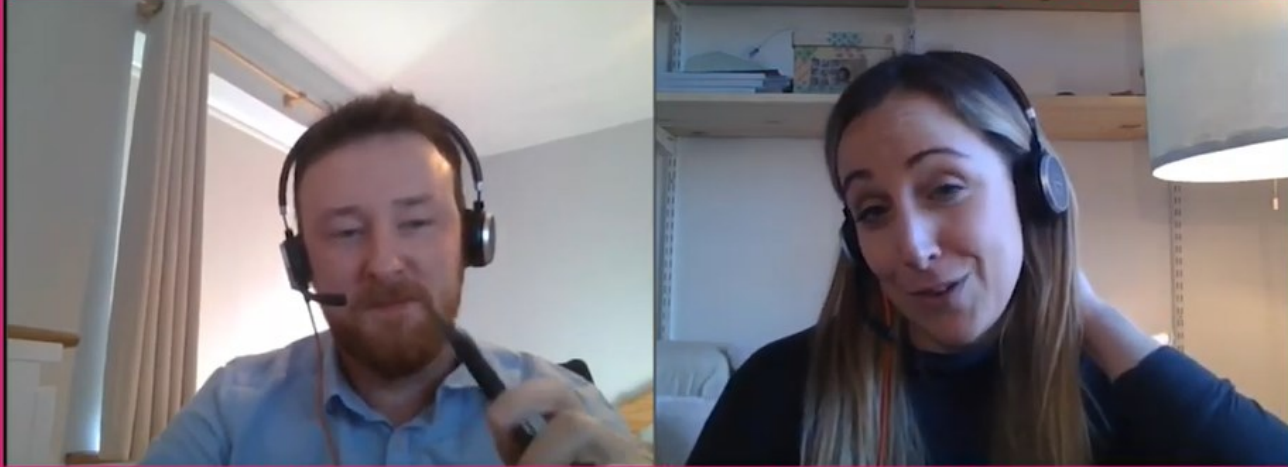


The certifications and exams

- **Anicca certification**
 - You will receive a certificate of attendance, once we have verified you have attended or watched all the lessons
- **DMI qualification**
 - We will provide 1-day of guided revision for the DMI level 5 qualification
 - You will then study and book your DMI exam (via Pearson VUE).
 - This course is “The Certified Digital Marketing Professional”
 - if you pass the multi-choice online exam (>60%), you will be qualified with a Level 5 Scottish Qualifications Authority (SQA) accredited qualification
- **CIM optional qualification**
 - You can pay extra (£1,000+VAT) to upgrade your qualification by studying additional online content and submit a written assessment on the CIM course to achieve a CIM (Chartered Institute of Marketing) Level 4 Award in Digital Marketing.
 - This is facilitated via the Cambridge Marketing College and runs on a quarterly basis

DMI exams

DMI PRO EXAM TIPS



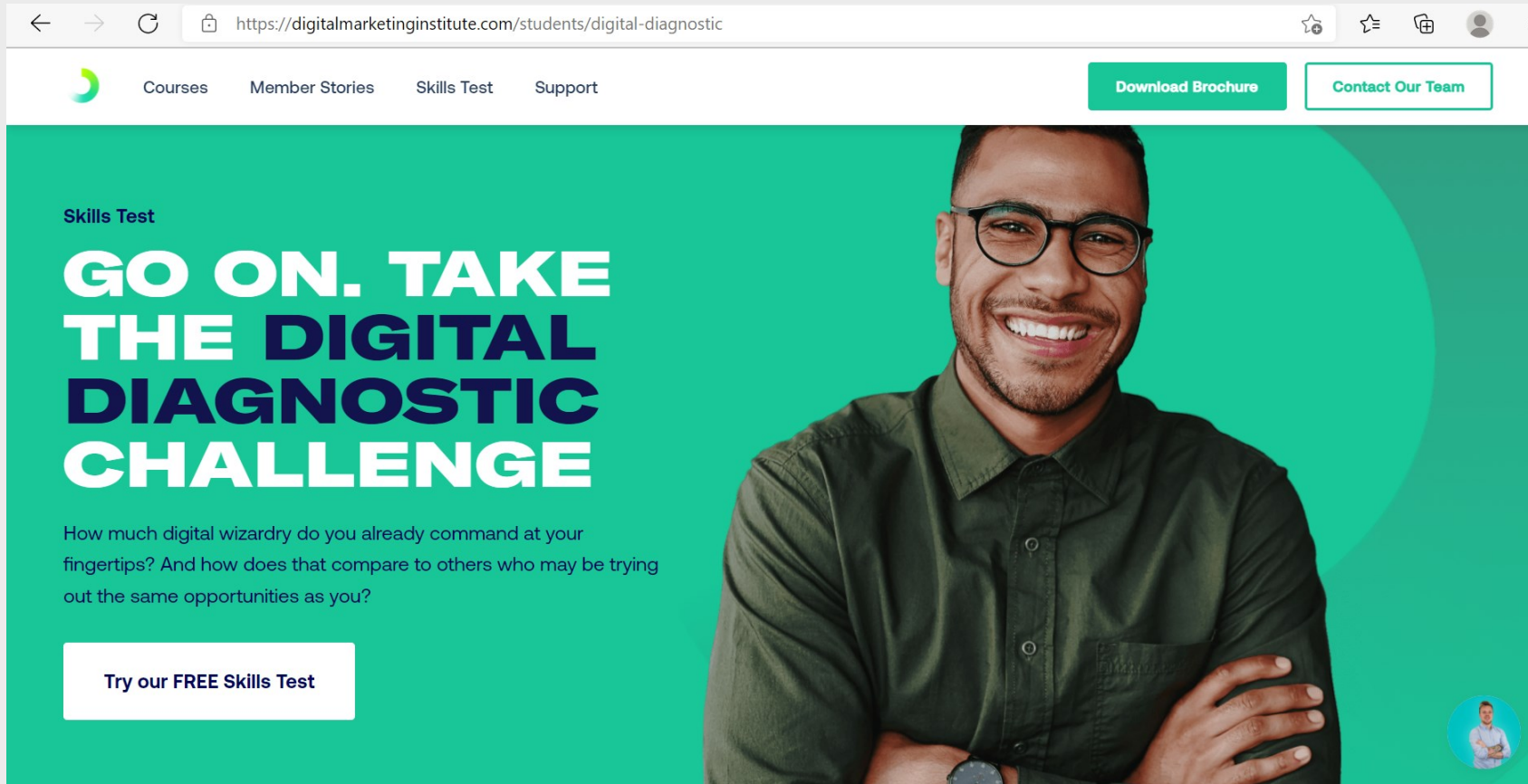
Sean Kenny - DMI Tutor Alex Tierney - DMI Tutor

#digitalmarketing #digitalmarketingcourse #socialmedia
DMI PRO Exam Tips | Digital Marketing Institute
4,463 views • 19 Feb 2021


Like 105 Dislike Share Save

- Multi-choice exam via Pearson VUE
- Online or in-person
- Approx. 200 questions
- Pass mark is >60%
- Anicca students' pass rate is 100% (so far)

DMI digital skills test



Weekly webinars




anicca
Standing with #Україна

[About us](#) [Blog](#) [Clients](#) [Webinars](#) [Conference](#) [Contact](#) [0116 298 7857](#)

[Analytics](#) [Paid](#) [PR](#) [Social](#) [SEO](#) [Training](#) [Services](#)

The Power of Brand Advocates

Hosted by
Callum McKeefery




FREE
webinar
9am Friday
22nd July

IN AID OF
unicef

LEICESTER
DIGITAL
LIVE


Leicester Digital Live Series: The power of brand advocates with Callum McKeefery (Friday 22nd July, 9:00am)

 **Katie Downing-Howitt**

Callum shares his knowledge of brand advocates and focuses upon the lessons he's learned during his career to-date, as part of the Leicester Digital Live's online series which is fundraising for Unicef's Ukrainian Appeal. Go to <https://www.justgiving.com/fundraising/leicesterdigitallive> to donate and help a great cause!

Integrating your search and social marketing strategies

A guide by **Ann Stanley**




FREE
webinar
9am Friday
15th July

IN AID OF
unicef

LEICESTER
DIGITAL
LIVE


Leicester Digital Live Series: Integrating your search and social marketing strategies with Ann Stanley (Friday 15th July, 9:00am)

 **Ann Stanley**

Ann explains how to maximise your digital marketing by integrating

Sign-up for next weeks lesson

https://www.bigmarker.com/anicca-digital/Digital-Bootcamp-Day-1-Introduction



Digital Bootcamp Day 1 - Introduction To Digital Marketing (Wed. 12th Jan. 9.30-4.30)

About

The first day of the digital bootcamp is an over view of the rest of the course:

- Concepts
- Traditional and Digital Marketing
- 3i Principles
- Digital Channels

When

Wed, Jan 12, 2022 · 9:30 PM London (GMT 0:00) ▾

Reserve Your Spot

Full name*

Email Address*

Marketing Permission

Anicca Digital will use the information you provide on this form to be in touch with you and to provide updates and marketing. We will not share or sell your personal information. You can unsubscribe anytime by clicking the unsubscribe link in the footer of our emails, or by replying to our emails and asking to be unsubscribed. For more information, please read our



Thank you
Any Questions?

Ann Stanley
07930 38443

[@ann@anicca.co.uk](mailto:ann@anicca.co.uk)