

# WHAT CAN AN APPRENTICE REALLY DO?



Find out what a digital marketing apprentice can do for your business

We know businesses want the energy and diversity of entry-level talent, but often don't have the support in place to make it a success

We believe growing your marketing team shouldn't feel like a trade-off between risk and salary cost, which is why we do things differently. We help businesses benefit from the energy and diversity of entry-level talent, without having to take on the burden of training and development.

The Digital Marketing Academy is a 15-month programme, backed by apprenticeship funding and delivered by experienced marketers to support your team every step of the way.



## Discover exceptional talent

Passionate entry-level marketers hand-picked for your business



## A Proven Methodology

Use our tried-and-tested programme to scale your marketing



## A Business That Thrives

Implement a clear message that connects with your audiences



Apprenticeships are a great way to inject new thinking. We now have analytics in place on which we can rely to know what went well and what didn't - and adapt accordingly. It's been a cracking 9 months!

Lynn Blackmore-Heal  
Head of Customer Success, Evorio



# OUR DIGITAL MARKETING ACADEMY

Expert-led training and coaching that develops your in-house 'marketing doer'. All modules are informed by StoryBrand - the clear and practical framework proven by more than 30,000 organisations.



Sarah Campodonic

Data & Reporting  
Digital Advertising



Julie Firth

Lead Magnets  
Email Marketing



Ashlie Bishop

Social Media



Bob Caren  
Clarifying Your  
Message  
Understanding  
Clients



Sonya Whittam

Website Design  
SEO



Jules Fernandes  
Customer Focus



Sam Robinson

CRM



- ✓ 10+ years experience
- ✓ Practising consultant
- ✓ Keen to bring on the next generation

[See the full programme](#)

## WHAT DOES IT COST?

### Upfront

**Upskill an Employee** For just a **£550** contribution to the 15-month programme, the government contributes £10,450.

**Recruit Someone New** We specialise in finding outstanding entry-level talent you can see in action during an Assessment Centre. We manage this for **15% of the starting salary (c. £2,400)**. If we don't find you the right person – no fee.

### Monthly

**Full-Time Salary** We recommend starting your employee at £16k\* per year, rising in KPI-tracked increments to £20k - the average entry-level salary for a digital marketer. This works out as **£1,420 per month**.

\*No extra costs eg Employer's NIC - a saving of c. £1,600 pa

**Maximise your ROI** Our unique support package for apprentices and managers to get the most from the programme including expert weekly webinars and monthly manager sessions for **£178 per month**.



**The programme provided the right platform to be able to recruit somebody at a level who could grow with us.**

**Nick Pearce**  
CEO, Alexander Daniels Global

**Book a free consultation with our Founder & MD, James Lott**

