

THE WORKING KNOWLEDGE DIGITAL MARKETING APPRENTICESHIP



The programme is based on the Watertight Marketing methodology and delivered over 15 months, including the assessment. Three core frameworks give you the thinking tools to make confident marketing decisions and then develop and implement your digital marketing plan. All assignments are focused on your organisation (no case studies) so you will be applying what you learn from day one – supported by expert Q&A webinars, 1:1 mentoring and your peer learning group.

MODULE ONE

Your Objectives & Context

Setting your context and goals for the programme. Clarify what you are selling, to whom and why?

Their Thinking = Your Marketing

Understanding how real people really buy things. Map cause and effect across the six steps of a buying decision

Identify Your Leaks

Run your own 'Touchpoint Leak Assessment' and create your priority plan to support every step of a sale

MODULE TWO

Their Needs = Your Messages

Apply the messaging framework to create a compelling message for each step of a sale

Their Time = Your Pace

How to earn the right to a person's time. Select core tools and techniques, and commit to a rhythm

Their Team = Your Audiences

Understanding who has the ear of your buyer. Map any third parties with influence at each step of a sale

MODULE THREE

Your Bucket

How to keep profitable long-term customers. Plug any leaks in your bucket to support customer retention

Your Funnels & Filters

Turn conversations into paying customers by creating core tools that support sales conversions

Your Taps

Generate a steady flow of interested people by making clear choices about how to generate leads efficiently

MODULE FOUR

Marketing Money

Define an efficient marketing budget by creating a budgeting tool to visualise rationale

Money Measurement

Understand the key metrics and design a robust framework to track performance

Marketing Mindset

Stem the Four Foundations Leaks forever by making marketing a habit

GOOGLE ANALYTICS

Beginners, Advanced and Individual Qualification

Basic features of Google Analytics including tracking codes, reports, goal set-up and campaign tracking.

Advanced use covers data collection, processing and more complex analysis and marketing tools.

The qualification demonstrates learners will be effective at leveraging Google Analytics in their organisations, and helping others to do the same.

PRINCIPLES OF CODING

Learn the fundamentals of web coding - a vital skill in order to brief, and work productively, with web developers. Attain an overview of the logic, language and compatibility on different platforms.

THE APPRENTICE IS SUPPORTED IN A NUMBER OF WAYS:

- ✓ 12 monthly masterclasses delivered by subject experts with decades of marketing experience
- ✓ Extensive online resources created and curated by marketing experts
- ✓ Assignments after each masterclass are applied to your business to ensure learning is put into practice
- ✓ Monthly one-to-one with a tutor/mentor
- ✓ Weekly online Q&A webinars giving direct access to marketing experts to rapidly develop your skills
- ✓ Closed Facebook group giving access to a peer community and marketing experts to offer support and practical solutions to marketing challenges

WHAT'S EXPECTED OF THE MANAGER AND APPRENTICE DURING THE PROGRAMME?

The key to success is good communication between Working Knowledge, the manager and the apprentice to ensure the programme is aligned to your business needs, and the developing marketing skills of the apprentice. To aid this communication, the manager should attend part of the monthly 1:1 with the tutor and complete a small amount of paperwork each month. Apprentices need to attend all masterclasses, online Q&A webinars, complete assignments and collate case studies in order to fulfil the time needed for 'off the job' training.