

**ARE YOU 19+  
BEFORE 1ST  
SEPTEMBER 2024**

**ARE YOU SELF-  
EMPLOYED, OR A  
BUSINESS START-UP?**



### **COURSE DELIVERY**

**Full-Time:**

Mondays, Tuesdays and Wednesdays

10AM - 3PM

Thursdays

10AM - 12PM

12 Weeks

**Part-Time:**

2 Evenings a week

6PM - 9PM

14 Weeks

**Location:**

Online via Zoom

## **WHAT YOU'LL LEARN**

1. Social Media Tools & Techniques
2. Artificial Intelligence (AI) Tools
3. Website Development and Landing Pages
4. Search Engine Optimisation (SEO)
5. Marketing Principles
6. Ethics and Law
7. Marketing Pitch
8. Content Marketing
9. Email Marketing
10. Online Advertising
11. Branding & Corporate Identity
12. Customer Value & Market Research



## **ELIGIBILITY**

Aged 19+ Before 1st September 2024

Residing in Cheshire and Warrington Area

Have lived in the UK for 3 years and have the right to public funds or have a UK passport

## **REFERRAL PROCESS**

Email [admin@lead-ahead.co.uk](mailto:admin@lead-ahead.co.uk)

Learner Name:

Email Address:

Phone No.

or Phone us today 07851870816