

Course Content

- Social Media Tools & Techniques
- Artificial Intelligence (AI) Tools
- Website Development and Landing Pages
- Search Engine Optimisation (SEO)
- Marketing Principles
- Ethics and Law
- Marketing Pitch
- Content Marketing
- Email Marketing
- Online Advertising
- Branding & Corporate Identity
- Customer Value & Market Research

COURSE DELIVERY

Full-Time:

Mondays, Tuesdays and Wednesdays

10AM - 3PM

Thursdays

10AM - 12PM

Part-Time:

2 Evenings a week

6PM - 9PM

Location:

Online via Zoom

Tools

- Canva
- Google Trends
- Google Analytics
- WordPress
- Wix
- Mailchimp
- Facebook Ads
- AI including ChatGPT
- Meta
- SEM Rush



ELIGIBILITY

- Aged 19+ Before 1st September 2025
- Residing in Cheshire and Warrington
- Level 2 English and Maths
- 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

Learner Name:

Email Address:

Phone No.

or Phone us today 07851870816



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POTENTIAL**

SKILLS
FOR LIFE