

**FREE**

 **Awarding Body**  
NCFE / CACHE / TQUK

 **Course Duration**  
9 / 12 Weeks

# Level 2 Certificate in Digital Promotion for Business

## Course Overview

On average, small businesses invest just 5-10% of revenue in their digital marketing whereas larger organisations can invest up to, and above, 14%. It is essential that digital marketing forms a key part of every business's marketing strategy in order to reach their customers in the right place, at the right time, in the right way. As the technological landscape is ever growing, there has never been a more important time to invest into the world of digital marketing to upskill your business and establish yourself within the industry.

## Who is this for?

This course is ideal for small business owners, employees, jobseekers, and anyone looking to gain practical digital marketing skills. It's suitable for beginners and those with little or no experience who want to promote a business online more effectively.

## What is the cost?

Due to the availability of government funding, this qualification is available at no cost. Funded places are limited so please book early to secure your place.

## Learner Benefits

- Achieve a nationally recognised level 2 qualification
- Furthers personal and professional development
- No need to formally attend college
- Learn in your own time
- Access to sector-expert assessors throughout the course

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