ELT DIGITAL MARKETING BOOTCAMP

ELT Digital Marketing Bootcamp

Promote your courses to students around the world with confidence after our two-day course designed specifically for accredited UK ELT centres.

Could our ELT centre benefit?

The Bootcamp is most suitable for organisations struggling with digital marketing and seeking a cost-effective solution; centres where staff may have taken on online roles with little training or support.

Delegates will return to work with practical knowledge of how to implement a digital marketing strategy across their organisation, hands-on experience of copywriting and using analytics. With the right support, they should be able to make a difference to your online presence and success rapidly and cost-effectively.

Is this course at the right level for us?

This first ELT Digital Marketing Bootcamp is for beginners.

It is for people who: have been asked to take on social media or digital marketing but are not sure where to start, perhaps moving from a teaching or activities coordinator to a digital one, or updating the website as part of their administrative job.

It is not for people who: are already proficient users of Google Analytics, have a keyword/ content strategy, are good at updating their website and position highly on Google.

Who is behind the Bootcamp, and why?

The course is being run by English UK and the British Council and delivered by ELT industry specialists Disquiet Dog.

We want to support accredited ELT centres to success through understanding the possibilities of digital marketing, adapting their practice and building their online presence so that UK ELT can compete effectively online across the world.

Book now

Places are limited: to book yours, visit the English UK website.

What will we learn?

Sessions are both theoretical and hands-on. They include:

- Developing a keyword list from your centre's programme
- Using Google Analytics
- Using Keyword Planner and other tools
- Content writing masterclass – how to please Google and customers
- Creating titles and metadata
- Introduction to website and CMS management
- Content creation vs content curation
- Introduction to user experience
- Strategic use of social media
- Planning for digital change and developing an action plan.

What else do we need to know?

The two-day course is running from Thursday 21 to Friday 22 September 2017 for accredited ELT centres, and will cost £750.

It is aimed at beginners, and will include a pre-course questionnaire and task, a two-day face-to-face workshop and a post-course assignment.

Organised by

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englishuk.com/training/ digital-marketing-bootcamp