

Is Your Business Ready for the Digital Future?

What's Driving the Digital Skills Gap?

Rapid Technological Change

Disconnect Between Education and Industry Needs

Increasing Demand for Digital Confidence

Why Apprenticeships and Courses Are the Solution

Apprenticeships and courses offer a cost-effective, practical way to close the digital skills gap.

Increase Capability

Hands-On Experience

Government Funding Support

Improve Staff Retention

Solutions to Close the Digital Skills Gap

Apprenticeship:

For organisations looking to strengthen practical digital marketing capability, the **Multi-Channel Marketer Apprenticeship** provides immediate value.

Learners gain hands-on experience in:

- Content creation across digital channels
- Campaign planning and execution
- Email marketing
- Website updates and optimisation
- Using data to evaluate performance

This apprenticeship helps employers build marketing teams who can confidently use digital tools to create campaigns, drive engagement, and support revenue growth.

Online Course:

For teams needing quick, flexible training solutions, CT Skills offers online digital courses, such as **Digital Marketing**, to help build practical, day-to-day digital confidence.

Units Include:

- **Unit 1:** Social Media for Business
- **Unit 2:** Email as a Promotional Tool
- **Unit 3:** Digital Marketing Review
- **Unit 4:** Understanding Search Engine Optimisation for Business
- **Unit 5:** Digital Marketing for Business

These modules provide practical, immediately applicable skills, perfect for teams needing to understand key digital marketing tools, channels, and techniques.