



SEOintheSUN

Discover the Secrets of Digital Marketing
in Tenerife



SEOintheSUN

Learn What Is Working Today!

Your Digital Marketing Internship

in Tenerife



Why Digital Marketing Skills?



There's no doubt about it, technology **has changed the way we communicate** and receive information. And because of this change, businesses have had to adapt how they communicate and **build relationships** with their customers. Marketing is going through a transformation and that is changing what recruiters look for.

It means **digital marketing is only expected to grow**, and take over the advertising segment in the coming years, and it's important to gain these skills now to become **a desirable candidate to employers**.



Statistics from Business Insider 2018



By 2019, Internet advertising will be poised to **overtake TV** as the largest advertising segment

Social advertising in all formats is gaining traction and will be among the key drivers of **digital ad growth** in the next five years. Social ad revenue is poised to climb to \$30.8 billion by 2021, up from \$15.5 billion this year.

Digital video advertising will grow faster than any other segment over the next five years, as consumers shift time spent online to **phones and tablets**. Revenue in this category is forecast to rise from \$8.5 billion in 2016 to \$23 billion in 2021.

Artificial intelligence, **augmented and virtual reality**, and sponsored content will help propel further digital ad growth in the next decade.

Imagine...

Imagine you can [learn digital marketing on a tropical island](#) with more than 320 sunny days a year. You will receive up-to-date training in a field which internationally requires [tens of thousands of specialists](#), now, as well as in the future. Along with that you will have lots of fun, and make new contacts and even friends.

Yes, It Is Possible!

You will be guided by us - your team of professional working digital marketers - at every step. Our combination of daily [seminars, demonstrations, workshops](#) and approximately 25 hours “[training on the job](#)” per week has proven to be successful in recent years.

The 4 Pillars of Our Teaching Success

- Seminars - Why? What?
- Demonstrations - Let Us Show You How?
- Workshops - Let's Do It Together!
- Practical Training - Do It on Your Own!



A TYPICAL DAY AT SEOintheSUN

9:00 AM

In our **seminars**, we will work with presentations and teach you **the theory** and the WHY of digital marketing and its elements.



9:45 AM

We show you in our live **demonstrations** how we plan campaigns, create content, build a landing page, and so on.

10:30 AM

Time for a coffee break!

11:00 AM

In the workshops, you will **implement on your own** what you've learned before. We are looking over your shoulder to assist you.



1:00 PM

Enjoy your lunch break! FU Café, located right next to your class room, offers you a variety of dishes and **3 course daily menus!**

2:00 PM

The **practical training** is the part where you improve on what you have started during the workshop sessions. We'll **give you feedback.**



4:00 PM

After **improving your** practical training **tasks**, you are ready to leave and enjoy the island of the eternal spring!

Learn the Services We Charge Our Clients for

SEOintheSUN is a digital marketing agency that offers their clients digital marketing services at a fixed price. We call them **productised services**.

Productised services are packaged services that are sold as if they were products, with **standardised lists of features**, fixed prices and set dates for the delivery.

The services are explained in detail, so that **the client knows exactly what he gets for the money**.

Part of our training programme for apprentices is to **teach you the exact services our clients pay us for**. The realisation of a productised service is based on a **step-by-step process** which makes it easy to follow.

“What”, “Why” “How” and most importantly: Practise!

- First you'll **learn the theory** behind our digital marketing services.
- In **live demonstrations** we'll then show you how we conduct a service.
- During the workshop you **work on a service** while we correct you.
- During the **practical trainings** you will be working on your own.
- After finishing your work you'll get **feedback** from us!

Our goal for you is to be able to actually work independently.

Training for Apprentices



“Thanks to the warm and always supportive staff it was easy to complete the tasks given and gain more knowledge of tools like Canva, Trello and various Social Media outlets. Not only did I learn a lot and acquire new skills, but I also met many cool people from all over the world!”

Destiny Ibarra,
Latvia

Training for Apprentices



[What?](#) 2-20 Weeks of Apprenticeship/Internship – 8-30 participants – Beginners / Intermediate Level

[For Whom?](#) ERASMUS+ Internships for Apprentices | Business School & University Students

[Where?](#) Puerto de la Cruz, Tenerife, Spain

[When?](#) Starting Dates in 2018: Feb, Apr, June, Aug, Oct, Nov

Week 1 - Content Creation

- ❑ Trello - Project Management Tool
- ❑ Google Drive and Google Apps
- ❑ Chrome Extensions
- ❑ Canva - Graphic Creation Tool
- ❑ Photoscape - Photo Editing Tool



How does your 1st week look like?

We'll start the week with an **introductory seminar to digital marketing** and show you how to use the **collaboration tools and apps** we work with on a daily basis.

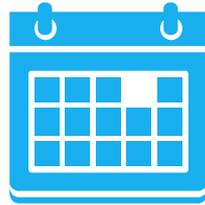
The other seminars that week are “**Introduction to Content Marketing**”, “**Take Better Photos**” and “**How to Measure Content Quality**”.

During the **workshops** and the **practical training** you will **write your first article**, **take photos** and **create suitable graphics**.

The **client service process** that we'll teach you intensively on Friday is our “**Content Quality Audit**”.

Week 2 - Wordpress & SEO

- ❑ WordPress CMS
- ❑ Keyword Research Tools
- ❑ SEO YOAST Plugin
- ❑ Onsite SEO Audit Tool
- ❑ Local SEO Tools



How does your 2nd week look like?

This week you will learn to work with the content management system **WordPress** and get to know the basics of SEO.

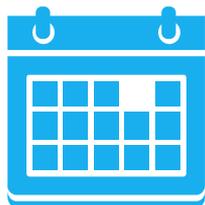
The seminars are “Introduction to Wordpress” “Introduction to SEO”, “**Keyword Research**”, “Onsite SEO” and “Local SEO”.

During the **workshops** and the **practical training** you will **publish and optimise your article** on Wordpress, conduct a keyword research and do local SEO tasks.

The **client service process** that we’ll teach you on Friday is our “**Meta Tag Optimisation Service for Clients**”.

Week 3 - Social Media & Landing Pages

- ❑ Facebook for Business
- ❑ Ads Manager
- ❑ Social Media Scheduling tools
- ❑ Landing Pages
- ❑ Social Media Research Tools



How does your 3rd week look like?

During the third week you will learn about the importance of the **landing pages** and **social media marketing**.

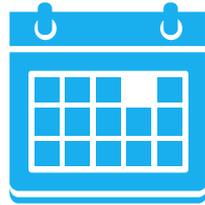
The seminars are “The Psychology Behind Using Social Media”, “**Facebook Paid Advertising**”, “Landing Pages”, “Social Media Audit” and “Reviews & **Testimonials on Social Media**”.

During the **workshops** and the **practical training** you will create your first Facebook Campaign, produce **high converting social media** post and optimise sales funnels.

The **client service process** that we’ll teach you on Thursday is our “**Social Media Audit for Clients**”.

Week 4 - SEO and SMM Services for Clients

- ❑ Google My Business Optimisation
- ❑ Basic SEO Onsite Audit
- ❑ Meta Tag Optimisation
- ❑ Social Media Strategy



How does your 4th week look like?

The 4th week of our “Digital Marketing for Apprentices” Programme is a very special one. You will be **learning 4 more services** that we sell to our clients or use constantly on our own websites.

Every day we will start with a different **demonstration of a digital marketing service**. We will show you **step by step how we work** on the process. Then it’s your turn.

In the workshops and practical training sessions, you will repeat the same steps while we **observe your end product and give you feedback**.

Check out the services that you will learn this week on the left side!