

2025

DIGITAL MARKETING

PRACTICAL WORK EXPERIENCE

Comprehensive Manual to guide you through the training program for Practical Work Experience in phases.

Brand Me 4 Job



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INTRODUCTION

Gain industry experience in the field of Digital Marketing

01. Welcome Message:

Welcome to Brand Me 4 Job's Digital Marketing Practical Work Experience Training Program! Over the entire training program duration you'll gain hands-on experience with cutting-edge digital marketing tools and strategies, transforming you into an industry-ready professional.

02. Program Objectives:

- Convert theoretical knowledge into practical expertise
- Master industry-standard digital marketing tools
- Build a portfolio of real-world projects
- Develop proficiency in AI-driven marketing
- Gain hands-on experience in campaign management
- Understand the digital marketing ecosystem

03.Tools & Platforms Overview:

- | | |
|---|--------------------|
| Google Workspace / Microsoft Office Suite | Google Analytics |
| Google Calendar / Calendly for scheduling | Monday.com |
| Meta Business Suite | Power BI / Tableau |
| Canva | AI Tools |
| Hootsuite/Buffer | SEO tools |

04. Learning Outcomes:

- | | |
|--|---------------------------------|
| Execute digital marketing campaigns | Implement basic SEO strategies |
| Create optimized content | Utilize CRM systems effectively |
| Manage social media campaigns | Present marketing results |
| Analyze data and create actionable reports | |

05. Support Structure:

- Access to Stunited & Brand Me 4 Job resources
- Regular mentorship sessions
- Continuous feedback and evaluation
- Practical task-based learning

This program is designed to give you practical experience while building your professional portfolio in digital marketing. You'll work with real projects using industry-standard tools, preparing you for a successful career in the field.

PHASE 1: IDENTIFICATION

Understanding Digital Marketing Fresher Roles

01. Objective:

To comprehensively understand entry-level digital marketing positions, their requirements, and growth potential in the UK job market.

02. Research Guidelines:

2.1 Use platforms like

- Stunited.org job board
- LinkedIn Jobs
- Indeed UK
- Major company career pages

2.2 For each role, document

- Average starting salary range
- Required qualifications
- Essential skills
- Common responsibilities

03. Deliverables:

Create a detailed report covering:

- Role description
- Key responsibilities
- Required skills
- Tools used
- Career progression path
- Companies currently hiring

PHASE 2: ANALYSIS

Deep-dive into Digital Marketing Role Requirements

01. Objective:

Understand and analyze the core responsibilities and skill requirements for digital marketing roles, focusing on practical implementation using Brand Me 4 Job's tool stack.

Analyse fresher job roles across various industries and companies. Identify 10 key micro-categories of job roles commonly expected in entry-level positions.

02. Steps to Complete:

Find Out:

- Job Responsibilities:** Specific responsibilities & activities related to the job role.
- Top Companies:** Examples of organizations where these roles are prominent.
- Demanded Skills:** Core competencies & abilities that candidates need to succeed.
- Tools & Techniques:** Essential software, platforms, and processes needed for these roles.

PHASE 3: MEASUREMENT

Skill Assessment & Proficiency Mapping

01. Objective:

To help interns accurately evaluate their current digital marketing competencies, identify skill gaps, and create a focused learning path using a structured three-level assessment framework. This self-evaluation process ensures targeted skill development aligned with industry requirements and Brand Me 4 Job's professional standards.

02. Understanding The Process:

In this crucial phase, you'll conduct a comprehensive self-assessment of your digital marketing capabilities. Think of it as creating your personal skills GPS – understanding where you are now to better navigate where you need to go. Using our three-level framework, you'll evaluate your proficiency in each required tool and skill, from AI tools to social media management. This honest assessment helps customise your learning journey for the next step where you implement your gained skills.

03. Steps to Complete:

- Enlist top skills required for Digital marketing jobs from your previous analysis.
- Or take pre-decided top skills for Digital Marketing enlisted by experts at Brand Me 4 Job.
- Create a self assessment chart template
- Enlist demanded skills in the template and mark them with appropriate remarks:
1. No Idea 2. Some Idea 3. Clear Idea

Self assessment Chart Idea:

Total Number of Skills I Have To Learn	No Idea	Some Idea	Clear Idea
Number of Skills	Skill Name 1	Skill Name 1	Skill Name 1

PHASE 4: LEARNING

Learn the demanded to reduce skill gaps and be ready for jobs.

01. Objective:

This step helps you learn the most demanded skills for your preferred industry and organisation and be ready for your desired job role.

02. Steps to Learn:

- Access curated videos & tutorials for each skill category.
- Cover 10 micro-features for every technical tool.
- Take notes and review learning

PHASE 5: PRACTICAL WORK

From Learning to Implementation

01. Objective:

To apply acquired digital marketing skills in real-world scenarios through hands-on projects using Brand Me 4 Job's tool stack. This phase transforms theoretical knowledge into practical expertise while building a professional portfolio that demonstrates your capabilities to potential employers.

02. Understanding The Process:

This is where your learning journey culminates in practical application. You'll work on real projects for Stunited.org and Brand Me 4 Job, creating tangible outcomes that showcase your skills. Each project is designed to mirror actual job responsibilities, helping you build confidence and expertise in digital marketing tools and strategies.

03. Steps to Complete:

- Complete assigned tasks related to micro-categories.
- Track progress using a structured dashboard.
- Focus on efficiency and continuous improvement.

05. Sample Task:

Social Media Campaign:

- Create a week-long campaign for a Brand Me 4 Job Registration
- Design 5 posts using Canva
- Schedule posts using Buffer
- Track engagement using Meta Business Suite
- Report results using Google Sheets

Above mentioned task is a sample task. You will be provided with real-time tasks as per requirements and for you in-depth skill implementation.

04. Success Metrics:

- | | |
|--------------------------------|-----------------------|
| Project completion quality | Documentation quality |
| Tool proficiency demonstration | Presentation skills |
| Results achievement | |

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- | | |
|-----------------------------------|------------------------------------|
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| • SKILL DEVELOPMENT OPPORTUNITIES | • RESOURCES |
| • CLARITY ON CAREER PATH | • RECOGNITIONS |
| • INTERVIEW & CAREER ASSISTANCE | • NETWORKING & EXPOSURE |
| • JOB READINESS | • ADDITIONAL EARNING OPPORTUNITIES |

Contact us and let us know your desired field of work to start your internship with us, in the UK!

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PERSONAL BRANDING PROFILE RECOGNITION FOR INTERNS

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Premium Profile

- Stunited Profile Updated - 80%
- LinkedIn Profile Updated - 80%
- Personal Branding - 100%
- 100% Completion of Job Skills Training: 9 / 9



Regular Profile

- Stunited Updated - Below 80%
- LinkedIn Updated - Below 80%
- Personal Branding - 100%
- 60% Completion of Job Skills Training: 5 / 9

PERFORMANCE BADGES FOR INTERNS



Gold Rank

- Attendance: 90%
- Courses: 9/9
- Task Completed: 100%
- Engagement: Outstanding
- Connection: 3 People



Silver Rank

- Attendance: 80%
- Courses: 8/9
- Task Completed: 90%
- Engagement: Excellent
- Connection: 1 - 2 People



Bronze Rank

- Attendance: 70%
- Courses: 7/9
- Task Completed: 70%
- Engagement: Well Done



Best Intern of the Month!

- Attendance: 100%
- Courses: 9/9
- Task Completed: 100%
- Engagement: Outstanding
- Connections: 3 - 5
- Contribution for Project of Company: 50%

Brand Me 4 Job brings you an exciting opportunity with

PERSONAL BRANDING

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by letting people know about it & get rewarded!

Be a part of our referral programme and earn money when your referrals buy any package of Personal Branding! You can earn up to 10% of the package price!

PACKAGE	PRICE	PERCENTAGE (MINIMUM)	YOU GET UP TO (FOR EACH PURCHASE)
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VALUE PERSONAL BRANDING	£39	10%	£3.9 / PURCHASE

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ISSUE

2025 - 2026

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DIGITAL MARKETING**

FOR UK JOB MARKET

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