

DEDICATED ESHOT

In addition to advertising within our eShots, there are exciting opportunities for exposure of broader messages through a dedicated eShot.

On any Monday or Friday, subject to availability, you would be able to “takeover” our eShot distribution list of 5,600 subscribers and send out your exclusive content.

There are multiple options to build an email to include as many stories as you wish, banner adverts or links to videos. Marketing Derby will assist and advise on the optimal layout for your needs - you would just need to supply the wording, images and weblinks and we’d put it together for your approval before sending it out.

“We were genuinely impressed by the response to our Digital Marketing Skills Bootcamp campaign through Marketing Derby’s e-shot. The engagement from the Marketing Derby community was incredible. It reached exactly the right audience, local professionals eager to develop their skills, and became our most successful recruitment channel by far.”

Anna Hutton,
Director of Communications & Behaviour Change, TMLA

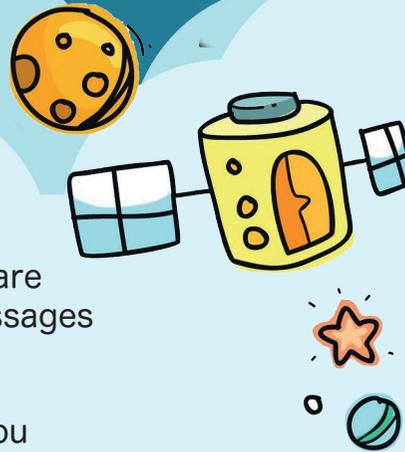
Open Rate - 61.7%

(20-25% industry average)

Click-through Rate - 18.9%

(2-3% industry average).

TMLA Bespoke eShots Stats



Secure your place on TMLA's Digital Marketing Skills Bootcamp

Develop the digital marketing skills in your team with our 12-week Digital Marketing Skills Bootcamp starting 10th September.

Funded by the Department for Education and delivered in partnership with award-winning marketing agency, MacMartin, the course is designed to equip learners with the knowledge, tactics and confidence to succeed in digital marketing and make a tangible impact in their business.

With a flexible study format to work alongside staff schedules, the Skills Bootcamp incorporates a blend of in-person sessions, online workshops and independent study.

Course content starts with an introduction to digital marketing fundamentals, then delves into practical, real-world areas, including:

- Branding and positioning
- Websites and Web Optimisation
- Social Media Marketing
- Email and CRM
- SEO (Search Engine Optimisation)
- Content Marketing

If your team member is aged 19 or over and lives or works in Derbyshire or Nottinghamshire, don't miss your chance to build their digital marketing skills, knowledge and confidence through this government-funded framework.

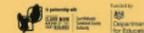
Apply now to train your staff with the East Midlands' CIM-accredited experts.

[Apply now →](#)

12 week
funded
course

Digital Marketing Skills Bootcamp

[Apply now →](#)



How our marketing agency, MacMartin, shapes TMLA teaching

Running an award-winning behaviour change agency alongside TMLA means our learners not only benefit from insider know-how, they also get unique insight into current behaviour change campaigns.

[Read more →](#)



The biggest skills gap in marketing teams – and how you can close it

Marketers today are expected to be both creative and commercial, tactical and strategic. But despite all the noise around trends and tools, we keep seeing the same challenge holding teams back...

[Read more →](#)



Get the right training for your business

Explore the ways we can support your staff development with practical, accredited training, whatever career stage your team is at. We offer a range of short courses, plus full CIM qualifications to help you bring more knowledge and impact to your business.

[Download our Employer Guide →](#)