

Digital Grads

Live Projects

Grads & Businesses are suffering



Grads are entering the market with little-to-no practical work experience.



Employers need specific digital skills and they're not coming up through education.

So... give us a live project and we'll get recent grads working on it for you.

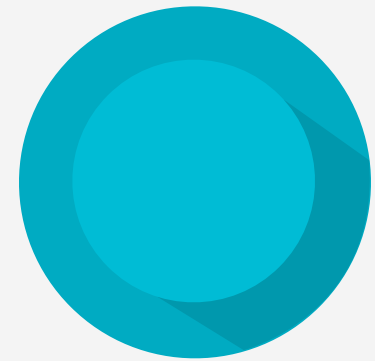
No upfront investment. No risk. No hassle.

Our solution

We train grads in digital marketing, and as part of that training we get them to fulfil live digital projects for businesses to boost their portfolio.



Try before you buy - get an idea of the type of work our grads can produce.



No risk - It's free to you. and you can use or discard the project outcomes as you see fit.



Give back - not looking to recruit? No probs. Feel happy that you are helping a budding marketer start their career.



Projects we take...

1. Twitter

Create a series of 25 Twitter posts ready for broadcast.

2. Facebook

Create a series of 15 Facebook posts ready for broadcast.

3. LinkedIn

Develop a LinkedIn lead generation messaging sequence. (Usually 3-4 touches)

4. Instagram

Create an Instagram grid of 9 posts.

5. Blog

Research and write a blog post on a topic of your choice.

6. Content marketing

Research and produce a case study of a client or topic of your choice.

7. Optimise copy on a web page

You provide the target keywords the grad will optimise the copy on the page.

8. Keyword research

Produce a report of the top performing terms in your niche.

The project brief...

1. About the company / brand being promoted

- Description of what you do
- Website of brand
- Social media accounts of the brand
- Appstore page (if applicable)

2. Marketing information

- Your unique selling points.
- Your primary competitors / partners.
- How you are different or better than your competition.
- How you meet the need / solve the problem.

3. Your target audience

- B2B or B2C
- Demographic info (gender, age, location etc)
- Their main challenges
- What keeps them up at night

4. Project brief

- Project type (blog, twitter, facebook etc).
- What you'd like to achieve.
- Any other info that you think will be helpful for the graduate.

Contact us...

If you have more questions about how it works please get in touch with me using the details below. Otherwise feel free to submit a project using this link:

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