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|  | **Name:** Job Seeking Jane**Age:** 23**Role:** Currently unemployed**Education:** BA Hons Degree in Retail Marketing |
| **Personal*** Single
* Lives in rented home
* Student loans & credit cards
* Loves social media networking
 | **Issues*** No income and mounting debts
* No work experience
* Few jobs in competitive market
* No parental financial support
 |
| **Work*** Has been signing on for 6 months
* 3 month placement as marketing assistant
* Part-time sales assistant at New Look
 | **Key Messages*** Funding and grants are available
* There is a skills shortage in the marketplace and current job opportunities
* You gain a qualification valued by employers
* An employer may pay for your training
 |
| **Goals*** To buy own home
* Wants a career in digital marketing
* To get married and have a family
* Wants to travel more
 | **Benefits*** You get your training paid for by someone else
* You become more employable and stand out from the crowd with a BTEC qualification
* You get credible work experience
* You can work as a freelance social media practitioner
* You gain a qualification valued by employers
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|  | **Name:** Retail Raj**Age:** 31**Role:** General Manager**Education:** 6 GCSE’s  |
| **Personal*** Married with 2 kids
* Owns own home
* Reads Daily Telegraph
* Uses Social Media personally
 | **Issues*** Small marketing budget
* Cash flow is an increasing problem
* Increasing business debts
* May have to lay off staff
* Little time or money for training
 |
| **Work*** Joined business at 16
* Learnt skills on the job from father
* Fulfils all business functions
* Works long hours and is time poor
* Has only 2 employees
 | **Key Messages*** The course covers the fundamentals of marketing principles
* The course content is contextualised and made relevant to your industry
* You will be mentored by an expert social media practitioner
* You skills will be assessed in the workplace
* Funding options are available
* You can pay in instalments
 |
| **Goals*** To develop skills to secure current role
* To become more employable
* To get a better work life balance
* To move to a bigger house
 | **Benefits*** You will gain a recognised marketing qualification
* You will become a more effective marketer in your role
* You will become more employable
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|  | **Name:** Staffs Poly Steve**Age:** 53**Role:** Marketing Director**Education:** MBA & Business  Degree |
| **Personal*** Married with 3 kids
* Owns own home & second home
* Needs to maintain income due to children being at University
* Enjoys playing squash and theatre
 | **Issues*** Feels a little intimidated by new marketing techniques
* Unsure that he has the capability to learn again
* Anxious that he needs to compete with younger marketeers
 |
| **Work*** Has worked for several client side companies
* Has agency side experience
* Has 30 years of industry experience
 | **Key Messages*** This qualification will up skill you with new digital marketing skills
* The content is contextualised and made relevant to your industry
* You will be mentored by a social media practitioner
* Funding options are available
 |
| **Goals*** To ensure that he remains a valued employee
* To provide security for his family
* To stay fit and healthy
* To keep up with the pace of changes in technology
 | **Benefits*** You will learn the latest techniques to give you an edge over your competitors
* The BTEC qualification will add to your professional development
* The BTEC qualification will enhance your career prospects
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|  | **Name:** Facebook Fiona**Age:** 28**Role:** Social Media  Consultant**Education:** HND in Sociology  |
| **Personal*** Engaged
* Lives with partner
* Passionate at social media for business and pleasure
 | **Issues*** Still dependent on joint income
* Unsure how to compete in a saturated consultant market
* Finds it hard to attract new business
 |
| **Work*** Worked for 4 years as a PR consultant for an agency
* Made redundant 1 year ago
* Became self employed as a freelance consultant
 | **Key Messages*** Get a recognised qualification in an unregulated industry
* Become a registered social media practitioner
* Qualifications are accredited by BTEC
* Funding options are available
* You can pay by instalments
* Your existing work can be submitted as assignment evidence
 |
| **Goals*** To start a family
* To build up her own business consultancy
* To gain independent respect and credibility as a professional
* To take on an apprentice
* To work part time with few choice clients
 | **Benefits*** You will be able to verify your professional competence
* You will have a competitive edge over unqualified consultants
* Your skills and experience to date will be accredited
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|  | **Name:** SME Samantha**Age:** 40**Role:** Sole Trader**Education:** NVQ Health & Social  Care |
| **Personal*** Single mother
* Lives in rented home
* Business loans & credit cards
* Aware of social media networking and taught basics by her son
 | **Issues*** Unsure where to start as there is so much hype
* No marketing budget
* No time to study
* No money to employ others
* Believes that she does not have the technical skills
* Unsure how social media could help her business
 |
| **Work*** Has worked as a care home assistant for 8 years
* Frustrated by pay and poor promotion so has sought a change of career
* Set up own florist after undertaking a part time college course in floristry
 | **Key Messages*** The future of marketing communications is digital
* Skills learnt are applied directly to your business
* Mentored by an expert social media practitioner
* Qualifications are accredited by BTEC
* Maximise your marketing budget by optimising your marketing activities
* Funding options are available
 |
| **Goals*** To buy own home
* To get married again
* To give her son the best education
* Wants to travel more
 | **Benefits*** You will learn the latest techniques to give you an edge over your competitors
* New skills will be introduced to your business
* You will get a better return on your marketing budget
* You will receive mentoringworth over £1,000.00
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