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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 |