

**JELLY
ACADEMY**

Empowering individuals,
businesses, and brands to
succeed in the digital age.





Who is Jelly Academy?

- Indigenous founded and led digital marketing skills training academy
- Helping the workforce of today and tomorrow develop future-ready skills in digital marketing
- Led and supported by the industry to foster growth, and a highly skilled digital marketing workforce



Jelly Academy created a **digital marketing course**, born out of Vancouver based agency, Jelly Digital Marketing and PR.

The Digital Marketing course covers 8 key lessons: Social Media, Search Engine Optimization (SEO), Google Ads, Facebook & Instagram Ads, Google Analytics, Public Relations, Email Marketing and Growth Marketing.

Our purpose is to teach our students the key aspects of the marketing mix that allow them to walk away with the knowledge, tools and certifications to build their next SEO, PR, Digital Ads, Social Media strategies, and more.



THE DIGITAL MARKETING SKILLS GAP IN CANADA

WINTER 2022

Research Based Curriculum

Understanding What Industry Wants



Empowering individuals, businesses, and brands to succeed in the digital age.



marketingnewscanada.com

MARKETING NEWS
CANADA

EST 2016

MARKETING NEWS
CANADA

DIGITAL MARKETING & PR PODCAST

Canada's #1 show about all things marketing, advertising & communications hosted by Indigenous business leader Darian Kovacs, as well as agency leaders Ted Lau, Shelley McArthur Everett and Daryl Louie. We've had guests from Google, LEGO, Spotify, Starbucks and thought leaders like Seth Godin, Guy Kawasaki, Neil Patel, Malcolm Gladwell and DHH. The hosts aim to unearth tips, tricks, and insights from the best marketers and business leaders from Canada and around the world.

Research Based Curriculum

Understanding What Industry Wants



Check out the 20 fastest-growing job titles in Canada — and join the conversation using [#JobsOnTheRise](#).



1. Growth Marketing Manager

Related titles include Growth Manager or Growth Marketer.

What they do: Growth marketing managers work with sales, marketing and communications teams to develop marketing and communication strategies that will help to grow their companies' business revenue. | **Most common skills:** [B2B Marketing](#), [Email Marketing](#), [Google Analytics](#), [Lead Generation](#), [Digital Marketing](#) | **Most common industries:** Technology and Media, Professional

Meeting Industry Demand

Growth Marketing: Most in-demand Job in Canada in 2023 and 2024



The course is taught in **8 core lessons** via Distance Education

- Sets students up for marketing success whether they are:
 - ◆ Launching a new business
 - ◆ Upgrading skills to amplify a company's marketing efforts
 - ◆ Building up their resumé to stand out on their next job application

- Students also walk away with access to templates and resources developed by industry experts and some of the most reputable marketing brands to continue to develop their knowledge and skills.

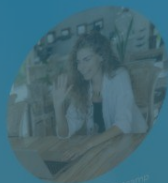


Industry-Influenced Curriculum

Empowering individuals, businesses, and brands to succeed in the digital age.



THE COURSE



Digital Marketing Basics

This course covers the fundamentals of digital marketing, including search engine optimization (SEO), social media marketing, and content marketing. You will learn how to create and manage digital marketing campaigns, and how to measure their effectiveness.



Customer Relationship Management (CRM)

This course covers the fundamentals of Customer Relationship Management (CRM), including how to identify and attract new customers, and how to manage and nurture existing customers. You will learn how to use CRM software to track customer interactions and improve customer service.



Business Analytics

This course covers the fundamentals of Business Analytics, including how to collect and analyze data to make informed business decisions. You will learn how to use data visualization tools to present data in a clear and concise manner.



Marketing Strategy

This course covers the fundamentals of Marketing Strategy, including how to identify market opportunities, and how to develop and implement a marketing plan. You will learn how to use marketing research to inform your marketing decisions.



Student Investment

TIME INVESTMENT

- Video lessons: 13.5 hours
- Quizzes: 11.5 hours
- Industry Certificates: 50 hours
- Practical Assignments: 9 hours
- Workshop hours: 1 hour per week for 8 weeks - 8 hours total

Total Hours Investment: 92 hours



Student **Return on Investment**

11 INDUSTRY-RECOGNIZED CREDENTIALS TO
BOOST THEIR RESUMÉ





Student Return on Investment

9 REAL WORLD ASSIGNMENTS

2. Select the correct campaign objective, then click "Continue":

The screenshot shows the Facebook Ads Manager interface. A modal window titled "Create new campaign" is open. It has a "Buying type" dropdown set to "Auction". Below that, under "Choose a campaign objective", there are several radio button options: Sales (selected), Leads, Engagement, App promotion, Traffic, and Awareness. To the right of these options is a map icon and a text box that says "Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information." At the bottom of the modal, there are "Learn more", "Cancel", and "Continue" buttons.

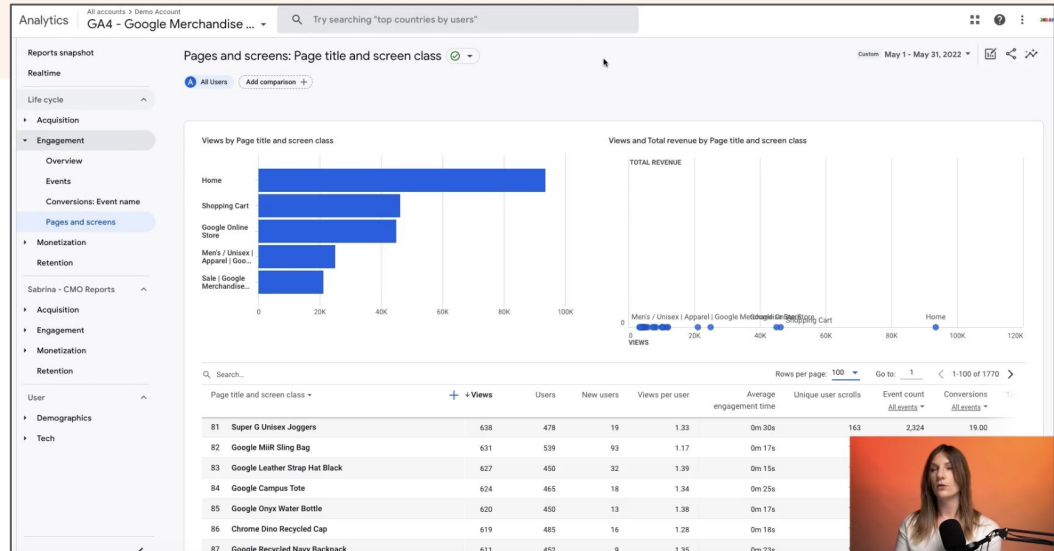
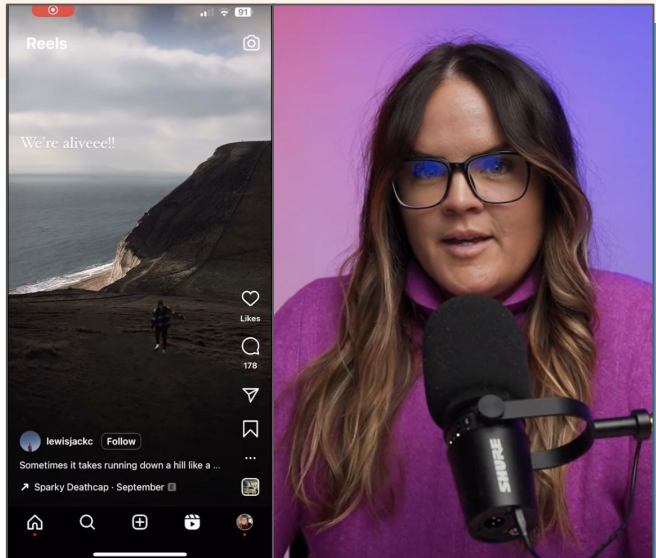
5. Select a bidding strategy for your campaign below, then click "Next":

The screenshot shows the "Bidding" section of the Facebook Ads Manager interface. On the left, there are radio button options for "Search", "Bidding" (selected), "Campaign settings", "Keywords and ads", "Budget", and "Review". The "Bidding" section is expanded, showing a "What do you want to focus on?" dropdown menu with "Customer acquisition" selected. Below this is a checkbox for "Set a target cost per action (optional)". At the bottom, there is another checkbox for "Only bid for new customers" with a descriptive text below it: "This option limits your ads to only new customers, regardless of your bid strategy".



Student **Return on Investment**


LEARN FROM, AND INTERACT WITH
INDUSTRY PRACTITIONERS






Student **Return on Investment**

CONNECTIONS TO INDUSTRY PROFESSIONALS THROUGH WRAPAROUND SUPPORTS


 Explore Videos Purpose and

How to get creative with your Video Resume to help you stand out and get hired >




00:56

Video Resume: Introduction



02:43


Video Resume: Where to begin? Pre-Production



02:17

Video Resume: Keeping the viewer engaged, add context to content

- # general
- # job-opportunities
- # marketing-memes
- # **mentorships**
- # question-of-the-day
- # resources-and-news
- + Add channels



Andrea Delgado 5:43 AM

Good morning everyone! Grateful to be to part of this channel. I wanted to say hi and introduce myself as a new graduate of the digital marketing bootcamp! It's just the beginning of my career transition from nursing to a digital marketer, but at the core it is the same thing... It's caring for people, their businesses, and offer value. Cheers! 🍷

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Module 1: Social Media

LEARNING OUTCOMES:

- Comprehension of the elements of a strong social presence and how to assess a company's social media presence
- Strong familiarity with the main social media channels and the strengths and limitations of each
- Increased understanding of scheduling tools and their capabilities
- Development of creative assets for brands through online platforms such as Canva

TIME:

- Video lessons: 1.5 hours
- Quizzes: 1.5 hours
- Industry Certificates: 5 hours
- Practical Assignments: 1 hour
- Workshop: 1 hour
- **Total Hours Investment: 10 hours**

INDUSTRY CERTIFICATE(S):

- [Hootsuite Social Media Marketing Certificate](#)





Module 2: Search Engine Optimization



LEARNING OUTCOMES:

- Understand the business value of strong SEO tactics
- Differentiate between the various SEO avenues, the benefits of each one, and their role in marketing
- Conversant in the various SEO tools

TIME:

- Video lessons: 1.5 hours
- Quizzes: 1.5 hours
- Industry Certificates: 6 hours
- Practical Assignments: 1 hour
- Workshop: 1 hour
- **Total Hours Investment: 11 hours**

INDUSTRY CERTIFICATES:

- SEMrush Content Marketing
- SEO Fundamentals Exam



Module 3: Google Ads

LEARNING OUTCOMES:

- Identify which campaign types to choose based on a business's goals
- Conduct keyword research and design a keyword-targeting strategy
- Feel confident evaluating the effectiveness of Google ads
- How to build a Google Ads campaign

TIME:

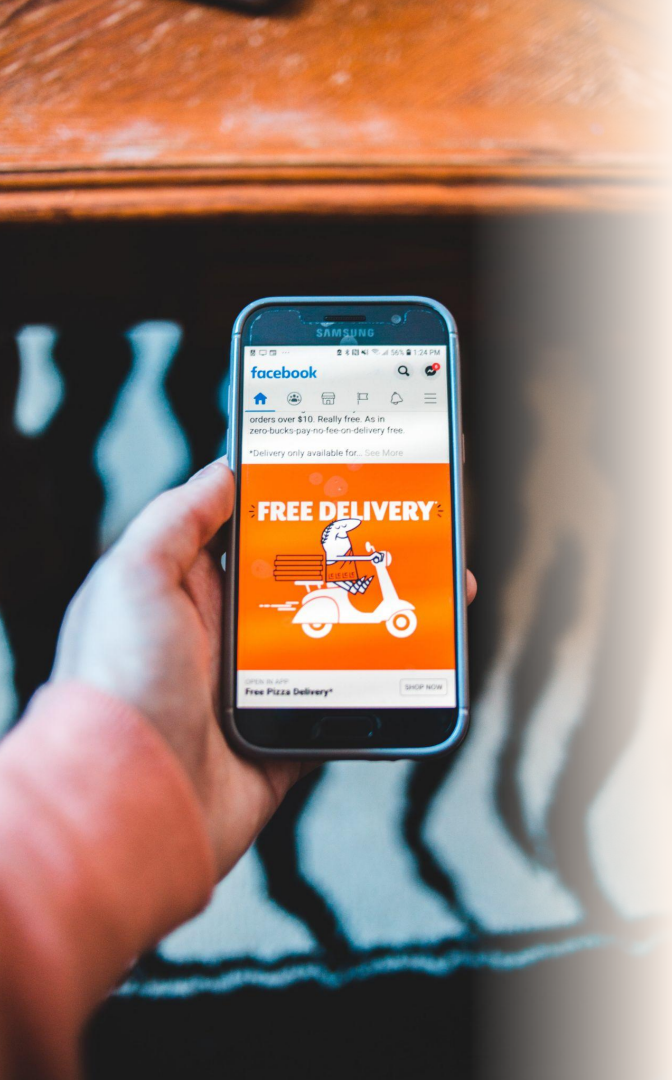
- Video lessons: 1.5 hours
- Quizzes: 1.5 hours
- Industry Certificates: 15 hours
- Practical Assignments: 1 hour
- Workshop: 1 hour
- **Total Hours Investment: 20 hours**

INDUSTRY CERTIFICATES:

- [Google Ads Search Certification](#)
- [Google Ads Display Certification](#)
- [Google Ads Measurement Certification](#)



Module 4: Facebook + Instagram Ads



LEARNING OUTCOMES:

- Understand which campaign types to choose based on business goals
- Create a buyer persona for a business's target audience using the platform's targeting options
- How to build a Facebook Ads campaign
- Feel confident evaluating the effectiveness of Facebook and Instagram ads

TIME:

- Video lessons: 1.5 hours
- Quizzes: 1.5 hours
- Industry Certificates: 9 hours
- Practical Assignments: 1 hour
- Workshop: 1 hour
- **Total Hours Investment: 14 hours**

INDUSTRY CERTIFICATES:

- Meta Blueprint 100 - 101 Certified Digital Marketing Associate



Module 5: Google Analytics 4

LEARNING OUTCOMES:

- Identify which of marketing channels are driving performance
- Feel confident in setting up own tags and triggers using Google Tag Manager in order to track marketing and business goals
- Identify and leverage content on a business's most popular web pages

TIME:

- Video lessons: 1.5 hours
- Quizzes: 1.5 hours
- Industry Certificates: 5 hours
- Practical Assignments: 1 hour
- Workshop: 1 hour
- **Total Hours Investment: 10 hours**

INDUSTRY CERTIFICATE:

- [Google Analytics Certification](#)



Module 6: Public Relations & Influencer Marketing

LEARNING OUTCOMES:

- Understand the benefits to a business of having a strong PR presence
- Understand the various PR elements, the benefits of each one, and their role in a broader campaign
- Master a drafted press release that could be released to the media

TIME:

- Video lessons: 1.5 hours
- Quizzes: 1.5 hours
- Industry Certificates: 4 hours
- Practical Assignments: 1 hour
- Workshop: 1 hour
- **Total Hours Investment: 9 hours**

INDUSTRY CERTIFICATES:

- [Media Monitoring With Meltwater](#)
- [Influencer Marketing With Meltwater](#)



Module 7: Email Marketing & Automation

LEARNING OUTCOMES:

- Build and maintain a compliant email list
- Create visually compelling and effective HTML-based email messages using industry-leading SaaS tools
- Feel confident in email automation best practices

TIME:

- Video lessons: 1.5 hours
- Quizzes: 1.5 hours
- Industry Certificates: 6 hours
- Practical Assignments: 1 hour
- Workshop: 1 hour
- **Total Hours Investment: 11 hours**

INDUSTRY CERTIFICATES:

- [Mailchimp Academy Foundations Certification](#)
- [Mailchimp Academy Email Automations Certification](#)



Module 8: Growth Marketing Strategy

LEARNING OUTCOMES:

- Analyze data via Digital Marketing and CRM tools to develop recommendations that support business goals for growth
- How to implement testing strategies for various tactics
- How to communicate strategies and recommendations to support business goals for growth

TIME:

- Video lessons: 3 hours
- Quizzes: 1.5 hours
- Practical Assignments: 2 hours
- Workshop: 4 hours
- **Total Hours Investment: 10.5 hours**



Student Supports: Learning

IN COURSE SUPPORT:

- Dedicated Student Success Coordinator providing weekly check ins on progress
- Ability to book individual office hours
- Weekly workshop sessions to ask questions about assignments, quizzes, certifications, and course material
- Full module summary notes are provided, and closed captions are added to all video content, to support different styles of learning and accessibility
- Students are connected through a conversational community in the LMS for peer support



Student Supports: Wraparound

HOW WE SUPPORT

1. Job Search resources in Marketing provided by the Canadian Marketing Association
2. Job board that we direct all graduates to with entry level digital marketing positions
3. Resumé distribution to opted-in employers
4. Connect to Slack Community of over 200 industry professionals
5. Bonus workshops throughout the year, including Portfolio development



Student Supports: Job Search

JOB SEARCH RESOURCES VIA CMA NXT

- Resumé building and distribution
- Cover letter development
- Portfolio development
- How to stand out from the crowd
- Job search tips and tricks
- How to prepare for a job interview





Student Supports: Job Search

JELLY ACADEMY'S JOB BOARD

Contract Growth Marketing Coordinator

Location: Calgary, AB (Remote)

Company: Enverus

Description:

We are currently seeking a highly driven Growth Marketing Coordinator (go-to-market) to join our team. In this role, you will support growth marketing and revenue play creation, assist in go-to-market strategies for the relevant solutions, and collaborate closely with a cross-functional support team to implement marketing strategies. You will work directly with digital marketing, product marketing, marketing analytics, and key Subject Matter Experts.

[APPLY NOW](#)

Search Engine Optimization (SEO) Specialist

Location: Vancouver, BC

Company: XYON Health Inc.

Description:

As the SEO Specialist at XYON Health, you will play a pivotal role in driving organic traffic, increasing brand visibility, and enhancing the online presence of XYON Health. You will be responsible for developing and implementing effective SEO strategies to improve our search engine rankings, drive website traffic, and support our overall digital marketing efforts.

[APPLY NOW](#)

Account Manager (Public Relations)

Location: Vancouver, BC (Hybrid/Remote)

Company: Munro/Thompson

Description:

The Account Manager will lead and implement strategic communications and public relations initiatives for Munro/Thompson and its clients. The successful candidate will be a well-rounded communications and public relations professional with strategic planning, media relations, professional writing, content development and crisis communications experience. Experience in digital media production, digital marketing and creative design is an asset, as the successful candidate would be working alongside these teams on collaborative projects.

[APPLY NOW](#)





Student Supports: Job Search

RESUMÉ DISTRIBUTION TO EMPLOYERS

Hey there, are you looking for new recruits?

Here are a few of our recent graduates' resumés! We're proud to promote our students and get their skills out into the industry to work their magic.

Student #1: Lindsay McGowan

Lindsay is a driven and passionate graduate who obtained 11 industry certificates through our course. She is open to remote work and is eager to put her new skills and knowledge to use.

[VIEW RESUMÉ >](#)

Student #2: Daniel Trejo

Daniel is an experienced graphic designer with a degree in Communications and Media. His current role is the Marketing Lead for a real estate company in Abbotsford, BC.



+ Add a bookmark



mike 7:21 AM

Tuesday, November 7th

Wanted to share the link to [Meltwater's State of Social Media Survey](#).

They are collecting thousands of responses from Marketing professionals on how they see strategies shaping up in 2024.

The survey closes this week, so if you want to succeed next year.

Survey: <https://www.surveymonkey.com/>

surveymonkey.com

State of Social Media 2024

How important will Social Media be for
(315 kB) ▾

Meltwater

State of Social
Media Survey 2024



Student Supports: Professional Development

CONNECT WITH HUNDREDS OF INDUSTRY EXPERTS

- SocialNext's Slack community
- SocialNext: Canada's leading series of digital marketing conferences
- Mentorship
- Connection
- Learning
- Growth



Student Supports: Professional Development

BONUS WORKSHOPS FOR CONTINUED LEARNING

UPCOMING WORKSHOP

Workshop: Learn How to Craft Your Portfolio

Hosted by
Chris Penner
Operations Manager,
Jelly Academy



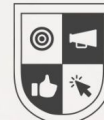
November 29, 2023
at 9AM Pacific



UPCOMING WORKSHOP

AI & The Future of Digital Marketing

Emily Baillie
Digital Marketing
& AI Consultant



JELLY
ACADEMY

November 16th, 10AM PT, 1PM ET



Content Hosting

THROUGH THE JELLY ACADEMY LMS

1. Hosted on Thinkific
2. Dedicated streams for your institution
3. Jelly Academy updates course content - no need for file sharing and uploading/replacing
4. Auto-generated course progress reports
5. Online course community for student interaction and course updates



LIVE DEMO: LMS

Future ready skills training and micro-credentialing to land a job, or grow your business with digital marketing.



Case Study:

University of the Fraser Valley - Continuing Education

Program Set Up:

- Need Identification: UFV was in need of updates, or replacement of current digital marketing program
- Evaluation: UFV reviewed curriculum, lessons, assignments and additional learning materials for fit within CE
- Feedback: adjustments made to adhere to UFV CE standards
 - Office hours
 - Face to face connection with industry experts (career panels)
- Recruitment: JA provided marketing materials, including video, website copy, and more
 - Waitlist of previous applicants filled 40 available seats in 2 weeks

Program Results:

- 32/40 completed training = 80% success rate
- 352 industry certificates acquired by 32 students
- Demand: another 40 students waitlisted for future cohort
- Job outcomes: TBD

Case Study:

University of the Fraser Valley - Continuing Education





Partner Benefits

- Expand course offering
- New learning opportunities for current students
- Low lift: meet industry demand without developing new courses
- Develop grads with globally recognized credentials
- Reach new students
- Connect with Indigenous communities



Don't Take it From Us: Student Testimonials



jellyacademy.ca/student-testimonials



QUESTIONS?