



We are currently living in a digital world and it has never been more important to understand how to harness the power of digital technologies to help improve your career prospects, boost brand awareness, and branch out to your target audience in a way that commands results.

As the world evolves, businesses have gone through a certain degree of digital transformation. What's more, a third of business owners say that digital marketing will account for 75% or more of their spending within the next five years.

It's plain to see that acquiring digital skills and gaining new qualifications is the key to success in modern age- and whether you're a young upstart looking to climb the career ladder, the founder of a startup, or a senior executive in care of a large team, a failure to keep up with the times could prove disastrous.

People like to consume content, make buying decisions, stream music, complete banking transactions, share their thoughts and do a host of other stuff on the go. Considering 78% of internet users carry out product research online, it's hard to understand why so many companies are lagging behind when it comes to savvy digital marketing skills.

Digital Skills Scotland can help you improve your career prospects with a fully funded- free- online training course. You pay nothing, you don't ever need to go to college, and the course will help you stand out from the crowd. Interested?

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