

# Unemployed youth can apply for bootcamp in digital marketing, social media

Digify will select 20 young people, between the age of 18-25 in Johannesburg and Cape Town to take part in a three-month bootcamp, supported by Google South Africa and the Interactive Advertising Bureau (IAB).



The organisation has successfully placed over 60 young people into jobs with some of the country's leading digital agencies and brands, such as Native XML, Blue Magnet, Aqua Online, EOH and Publicis Machine.

Throughout the three months, participants will take part in intensive training in digital marketing, social media and content strategy. The programme also offers training in key Google modules including SEO, AdWords and Analytics, along with ongoing training in WordPress and/or app development. Participants also work closely with brands, industry insiders and agencies to develop campaigns for real briefs and product launches.

Applications are now open. The deadline for the Johannesburg programme is 18 November, apply online to <http://bit.ly/1N2uWte> and 25 November for Cape Town, apply to <http://bit.ly/1NnU11L>.

For more, visit: <https://www.bizcommunity.com>