CIM

Digital DNA

To assess your existing knowledge and level of digital experience take our Digital DNA test.

If you score between 85 and 100 then our Digital Bootcamps are probably not for you – you've already been there, done that and got the T-shirt. Equally if you score less than 35 then you really need to go on one of our introductory level training courses. But if you score between 35 and 85 then we think you'll really benefit from attending a Bootcamp.

Similarly, if you score over 8 or under 4 on any individual technical skill, such as Email or Analytics, Bootcamps covering these subjects are unlikely to meet your needs.

SCORE from 1 – 5 depending on your level of knowledge and application

KNOWLEDGE

1 Limited knowledge with full potential to develop

2 Meaningful knowledge

3 Full knowledge of the concepts

4 An advanced degree of knowledge

5 Highest level of knowledge

APPLICATION

1 Limited application with full potential to develop

2 Some experience and application

3 Regular application to the business

4 Consistent application

5 Mastery at application – it's what I do for a living!

	Knowledge Score	Application Score
Digital Marketing Strategy		
Consumer insights and Personas		
Google Analytics		
UX		
Content Marketing		
Search Engine Optimisation		
Paid Search		
Social Media		
Email Marketing		
Mobile Marketing		
TOTALS		