



Digital Marketing UK Internship Course

Become a New Era Digital Marketing Expert — Learn From 15 Years of Industry Experience, Deliver Real Work for London Companies, and Build a Portfolio That Proves It.

12 Week Internship Course — AI Era 2026 | Powered by [Techtadd](#) in partnership with [Sigulp](#), Art In Fusion TV & [Erevantis](#)

* 100% online — attend from anywhere in the world, at your convenience

Everything Has Changed. Has Your Marketing?

Digital marketing in 2026 is not what it was two years ago. AI has rewritten the rules. Search engines think differently. Buyers discover brands differently. Marketers still following 2022 playbooks **are already behind.**

Not Just Theory

No slides. No certificates for watching videos.

Real Work

Real assignments for real brands every week.

Real Results

A professional portfolio by Week 12.

Results:

Gain real UK London internship experience — without needing a visa, a job offer, or an office

- Build a portfolio of work delivered for London-based companies — proof employers and clients respect
- Get hired as a digital marketer — with a UK company name behind your experience
- Win your first client — with case studies showing real results from real campaigns
- Upgrade your current role — with 2026 skills your colleagues don't have yet
- Master AI, answer engines and automation — the skills reshaping marketing right now
- Stand out in any market — UK, India, UAE, Australia, anywhere — with London credibility on your CV

Three Reasons This Is Different

1 **New Era Curriculum**
Built for 2026 — AI era, answer engines, automation, and the skills employers are **actually hiring for right now**. Not recycled content from five years ago.

2 **Internship Certificate + Portfolio**
You complete real assignments for real brands every single week. By Week 12 you have **11 delivered projects** and an Internship Certificate to prove it.

3 **Hands-On Practice, Not Theory**
Every week you execute. Real work. Real deadlines. Real feedback. You leave with **proof of what you can do**, not just knowledge of what to do.



The Curriculum: Weeks 1–6 (Only an Overview)

Week 1 — Digital Marketing Landscape 2026

1

- What digital marketing is in 2026 (new era)
- Owned, earned, paid media
- Inbound vs outbound, demand vs direct
- Customer journey — awareness to retention
- What is your role as marketer?

Week 3 — Copywriting & Messaging

3

- What makes copy convert
- Psychology and Neuroscience
- Headlines, hooks, CTAs
- Ad copy, landing page copy, email copy
- Brand voice and tone
- AI-assisted copywriting — prompting for copy
- Writing for humans AND AI engines

Week 5 — SEO Foundations

5

- How search engines work (in 2026)
- On-page SEO — titles, meta, headers, content
- Off-page SEO — backlinks, citations, authority
- Technical SEO basics — speed, mobile, indexing
- Keyword research tools — live session (Think like a human and AI - two worlds)
- Local SEO and Google Business Profile
- Other SEO aspects you dont consider or dont understand

Week 2 — Marketing Strategy & Research

2

- SWOT analysis - Subjective positioning 2026
- Marketing mix (4Ps/7Ps) - Clearing perspective 2026
- Target persona and audience research in **new age**
- Competitor analysis framework
- Market positioning
- AI-assisted research tools and processes

Week 4 — Social Media Marketing & Social Search

4

- SMM strategy — not just posting
- Social media as a search engine
- Platform differences and how they link to broader strategy - 5D Chess
- Content calendars and scheduling
- Short form video strategy
- UGC and creator economy basics
- Live selling - streaming
- AI content scheduling and repurposing tools

Week 6 — Answer Engines & AI Search (AEO/GEO)

6

- How AI answer engines work — ChatGPT, Perplexity, Gemini, Google AI, Bard
- What is AEO and GEO
- Entity optimisation
- Structured data and schema
- How to get you or anything you want cited in AI answers (On AI and off AI)
- Prompting strategy for AI visibility and day to day operations

The Curriculum: Weeks 7-12

Week 7 — Web Fundamentals & UI/UX Awareness

- How websites work — basic HTML/CSS awareness (no coding!)
- What developers do and how to brief them
- UI vs UX — the difference and why it matters
- Website conversion principles
- Page speed and Core Web Vitals
- Zero SEO errors checklist
- Psychology and heat maps

Week 9 — Performance Marketing

- Google Ads — search, display, YouTube
- Meta Ads — Facebook and Instagram
- Campaign structure and targeting
- ROAS, CAC, LTV metrics
- Retargeting and remarketing

Week 11 — Analytics, Attribution & Reporting

- GA4 setup and navigation
- Google Tag Manager basics
- Looker Studio dashboards
- Clean attribution — what it means and why it matters
- Reading data and making decisions
- Building client-ready reports

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Week 8 — Email Marketing & Automation

- Email marketing strategy in 2026
- List building and segmentation
- Welcome sequences and nurture flows
- Deliverability and sender reputation
- Lifecycle marketing
- AI email automation tools

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4

Week 10 — AI Workflows & Marketing Automation

- What marketing automation actually means
- Building AI-powered workflows
- Prompt engineering for marketing
- Automating content pipelines
- Automating reporting and analytics
- WhatsApp automation and conversational funnels

5

6

Week 12 — Portfolio Sprint & Elite Assessment

- Compile all 11 deliverables into professional portfolio
- Build case study document — results, outcomes, recommendations
- Present portfolio in live group session
- Elite Club assessment — top performers announced
- Top performer final month refund awarded
- LinkedIn profile updated with internship placement
- Certificate issued by Techtadd/Sigulp/ArtInFusion/Erevariantis

How Each Week Works



Monday Evening

Live training session — 90 mins, **recorded for replay.**



Tuesday – Thursday

Assignment work with check-ins, email & WhatsApp support, evening call sessions if needed. Go through the course assignments when you have time!



Friday

Submission deadline — real deadlines, real accountability.



Next Monday

Work reviewed in the first 30 minutes



Mentor Access

Personal mentor access via WhatsApp and email — throughout your entire journey.



Live Evening Support

Guidance when it matters, not when it's convenient for us.



What You Walk Away With — That Others Don't Have

By Week 12 you have done what most marketers never do — delivered real work for real companies, with results to prove it.



11 Real Deliverables

Internship experience with London based company. Real practise whilst learning - Hands on. (Add to CV, LinkedIn, Portfolio)



Portfolio PDF

Professional portfolio ready to share with employers, or clients.



Case Studies (Not just theory, but real results from real work)

Measurable outcomes and recommendations documented.



Expertise Updated

Become New Era Marketer - Be in top %, learn 15 year expert secrets.



Internship or Project Certificate (You choose)

Issued by one of the companies - Techtadd, Sigulp, Art In Fusion & Erevantis.



Elite Club

Top performer receives a full course refund + Elite Award Certificate.

Founding Student Pricing — April 2026 Cohort Only

Reserve your place before the course opens to the public. **Course starts 13th April 2026.** Limited spots every 3 months.

Option 1 — Pay Once

£499

Full 3-month programme. **Save £398** vs monthly price. One payment. Done.

Pay Now — £499

Option 2 — Pay Monthly

£299/*mo*

£299 per month × 3 months = £897 total.

Pay Monthly — £299

  **Refer a Friend:** You both save £50 — pay £449 each. (£50 one time discount)

Refer 7 friends and your course is completely free.

After this founding cohort, standard pricing applies at £399/month (£1,197 total).



Your Lead Mentor: Elvijs Plugis

Elvijs brings a rare combination of **board-level strategy and hands-on execution** — the exact blend professionals and graduates need to translate capability into UK-market credibility.

15+ Years Leadership

500+ international projects, from early-stage ventures to £250M+ enterprises across UK, USA, Europe, India & GCC.

MCIM Accredited

Chartered Institute of Marketing senior strategist. Engaged on confidential mandates for family offices and investor-backed platforms.

G20 Golden 100 Honour

Presented by HRH Princess Noura Bint Faisal Al Saud for impact in innovation and leadership.

Elvijs Plugis — Current Roles & Accreditation

Leadership Positions

- CEO, Sigulp (sigulp.com)
- Director, TechTadd (techtadd.co.uk)
- CEO, Erelevantis Holdings
- Vice Chair, Parliamentary Society (Arts, Fashion & Sports)
- CFCC Parliamentary Member
- COO, Art In Fusion
- Board Advisor & Member across multiple companies
- Fractional CMO, CRO, CCO to many clients

Mentor Focus

Elvijs mentors participants on **UK market expectations**, professional positioning, credibility building, and hiring conversion — using the same standards he applies to high-stakes growth mandates.

Connect

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