



GMI: The Secret Weapon Behind YTKO's Digital Marketing Skills Bootcamp Success

As digital technologies rapidly evolve, many businesses and job seekers are struggling to keep pace with the skills required to succeed in the modern market. To address this widening skills gap, YTKO is delivering Digital Marketing Skills Bootcamps across the Solent region, commissioned by Solent Partners and supported by funding from the Department for Education (DfE). These bootcamps offer intensive, hands-on training in the latest digital tools and strategies, including Search Engine Optimisation (SEO), social media marketing, content

creation, paid advertising, and the integration of Artificial Intelligence (AI) into marketing strategies.

However, the success of these bootcamps lies not only in the skills training YTKO provides but also in the tailored support participants receive through the Growth Maturity Index (GMI). This powerful tool underpins the bootcamp programme by offering business advisors and participants an invaluable diagnostic resource, providing actionable insights into participants' strengths and areas for improvement.

Driving Change in the Solent Region

The Solent Digital Marketing Skills Bootcamps, supported by the GMI, represent a bold step in addressing the digital skills gap in the region. By offering intensive, practical training and personalised business support, YTKO is empowering businesses to improve their digital marketing capabilities and achieve sustainable growth.

Whether it's enhancing business performance, upskilling job seekers, or driving local economic development, YTKO's bootcamps and the GMI are delivering real, measurable benefits to participants. The combination of cutting-edge digital marketing training and data-driven, tailored support is helping to unlock new opportunities and drive positive change across the Solent region.

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Understanding the Client's Needs: The Role of the GMI

When new clients join YTKO's Digital Marketing Skills Bootcamps, they are introduced to the Marketing Maturity Index and the Growth Strategy Maturity Index (GMI). These diagnostic tools serve as the foundation of their personalised learning journey, providing both clients and advisors with comprehensive assessments across multiple business areas, including marketing, strategy, finance, and talent development.

The GMI offers several significant advantages for both clients and business advisors, facilitating a more impactful, targeted, and efficient experience.

1. COMPREHENSIVE BUSINESS ASSESSMENT

The GMI provides an in-depth analysis of critical aspects of a business, giving advisors a clear understanding of the client's needs right from the start. This comprehensive assessment includes everything from digital marketing strategies to organisational talent management, allowing advisors to identify both the obvious and hidden challenges.

"Our clients are consistently impressed by the level of detail in the GMI report. It provides data-driven insights into key areas such as marketing strategy and digital tactics, areas that many clients haven't fully explored before using the tool."

says **Graham Thompson**,
Skills Bootcamp Programme Manager.

With such thorough assessments, businesses gain a clear picture of their current standing and the areas they need to focus on for growth and improvement.

2. DATA-DRIVEN INSIGHTS FOR REAL RESULTS

The real-time data provided by the GMI empowers advisors to make informed decisions. Unlike traditional assessments, which rely on subjective impressions, the GMI delivers concrete, evidence-based insights that lead to more effective and targeted interventions.

Liz Ratcliffe, a Skills Bootcamp Tutor,
recounts a recent success story:

"I was working with a client who seemed to have a well-organised marketing strategy on the surface, but the GMI revealed gaps in their digital presence that weren't immediately obvious. We used those insights to make strategic changes, and the result was a significant improvement in their online visibility and market reach."

By using data to guide recommendations, advisors can ensure that their advice is both relevant and effective, addressing the specific challenges that each business faces.

3. INCREASED TIME EFFICIENCY FOR ADVISORS

The GMI is not only a valuable tool for diagnosing client needs, but it also significantly reduces the time advisors need to spend gathering initial information. With detailed reports available in a matter of minutes, advisors can move quickly from assessment to action, allowing them to support more clients in less time.

Lisa Clarke, another **Skills Bootcamp Tutor**, estimates that the GMI saves her several hours per week:

"The diagnostic provides such clear, immediate insights that I can jump straight into discussions about action plans, instead of spending hours gathering foundational information. I've been able to see more clients each week as a result, which has increased my overall impact."

By streamlining the initial diagnostic process, the GMI enables more efficient use of advisors' time and resources, leading to broader outreach and support across the Solent region.

4. TAILORED ACTION PLANS FOR CLIENT SUCCESS

The insights generated by the GMI allow advisors to develop customised action plans that directly address the specific needs of each client. Whether a business requires improvements in its digital marketing strategy or enhancements to its internal processes, the GMI helps advisors create targeted solutions.

"One of the most useful features of the GMI is how it breaks down strengths and weaknesses across different areas of the business," says Ratcliffe. "This allows us to prioritise the most pressing issues, like digital presence or unclear messaging, and address them first in the action plan."

This tailored approach ensures that businesses receive support that is highly relevant to their specific challenges, increasing the likelihood of successful outcomes and sustainable growth.

5. STRENGTHENING CLIENT RELATIONSHIPS

Beyond providing data and insights, the GMI fosters stronger relationships between advisors and their clients. By delivering practical, actionable recommendations based on real data, advisors can demonstrate their expertise and commitment to helping businesses grow. This builds trust and credibility, ensuring that clients feel supported and valued throughout their journey.

"The GMI's recommendations are specific and actionable," says Clarke. "This clarity helps clients see a clear path to growth, and it strengthens the advisor-client relationship. They trust that the advice we give is based on solid data and real insights."

See getsetforgrowth.com/getset-for-skills for more information