

Essential skills for today's marketers

What digital marketing training will do for you

Digital Training Academy
2009

There is a vast skills gap in the media and marketing industries. It's holding individuals and companies back. Online can be tough; impenetrable language, constantly changing technologies or suppliers, unclear business process and evolving models for trading. And the pace means that even if you were up to speed six months ago the game will have moved on. That's why media owners, agencies and brands asked us to set up a programme of highly focused digital training that helps firms get exactly the skills they need, right now. The Digital Training Academy has been delivered in more than thirty countries, helping thousands of marketers boost their performance. World class, business focussed, leading edge training to help transform the value agencies and brands get from digital marketing.

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Analyst's profile

Danny Meadows-Klue

Danny is the founder of the Digital Training Academy. He has been a leading thinker in the digital networked industries since managing online news media sites in 1995 as publisher of the first UK online newspaper. He co-founded the Internet Advertising Bureau trade association in the UK and then Europe before being appointed President and CEO. He has run web businesses ranging from portals to shops, consumer magazines to search and social media. He is a respected author, columnist and has taught digital marketing for 15 years.

“Digital marketing is the essential skills set for today’s marketer. Firms can’t create and apply the right digital strategy without teams who have the skills to evaluate and deliver. Yet this situation remains the norm. The rewards for getting online marketing, social media, and digital strategies right are the transformation of sales, branding and customer relationships. But while the rewards are great, the risks are greater – that’s why most digital strategies deliver only a fraction of their potential. The crisis in skills affects agencies and brands large and small and that’s why training is the smartest, fastest solution.”

Essential skills for today’s marketers

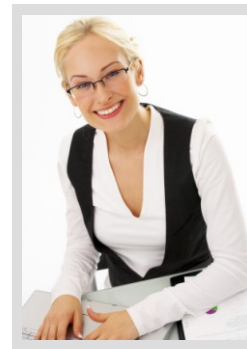
Digital marketing is now the heart of marketing. Every firm has a web presence, email relationship programmes and an enthusiasm for social media, but how effective are they? Are these tools really driving sales as hard as they could? Are they building customer loyalty to keep people coming back? Are they giving clear, strong financial returns on all the time and money invested?

Sadly most digital marketing does little more than scratch the surface of what’s possible. Most websites attract only a trickle of traffic, most emails go unopened, most web adverts blend into the background, most social media campaigns fail to attract attention. Customers have limitless information and the tools to make ever-smarter decisions about who they buy from. They’ve taken ruthless control of their attention and screen out messages that don’t engage. Marketing today has to work much harder, and while digital channels have the potential to achieve this, in most cases they fail to deliver.

The cause is simple. Teams lack the essential skills they need. Digital marketing remains a new and rapidly evolving skillset, but one that most brands – and many agencies – don’t have at the level needed. Without the right skills all of the efforts on the web, email, social media and mobile can be completely wasted. The briefings to agencies and technologists becomes weak and the results disjointed.

Customised digital marketing training delivers exactly what firms need, today.

The Digital Training Academy delivers world class digital marketing and publishing programmes that transform the capabilities of teams. Each Academy programme is designed around the specific business challenges a firm faces and the specific needs of their team members.



What makes our coaching approach and these Digital Training Academies so effective?

www.DigitalTrainingAcademy.com

- ✓ Leading trainers and freshest thinking
- ✓ Focused just on the topics that matter right now
- ✓ Customised masterclasses based on the needs of your executives
- ✓ Fast-paced intensive courses that minimise time spent out of office
- ✓ Practical courses grounded in current best practice
- ✓ Robust action plans to transfer the learning back into your business

Training works for newcomers and old hands

Training unlocks people's potential. It enables those new to the industry with the knowledge and skills to participate, and coaches those with experience to become even stronger and more effective. It can have the greatest return of any investment a firm makes because it fundamentally changes how their teams perform in everything they do. In digital marketing there is a skills crisis. Many executives struggle with the jargon, the processes and the business objectives. They may have been excellent in their roles until now, but digital channels arrived suddenly, constantly change, and make new demands. For those experienced in the industry, digital marketing coaching can improve their performance, helping them tackle more advanced challenges and create smarter solutions.

Coaching your team empowers them

We work with your whole team to tackle the current priorities in the business. Their Digital Training Academy will empower them to deliver smarter solutions and work more effectively as a team to solve the digital challenges ahead.

Practitioner-led training to share experience

Rather than using academics, we focus on practitioner-led training. This fuses hands-on expertise with deep sector knowledge. Our instructional designers ensure there is clear knowledge transfer and tutors are constantly reviewed to ensure their performance matches client needs.

Expert coaching

All our tutors have at least ten years experience in digital marketing. They can teach way beyond the level of each Academy and actively share their experiences from many sectors and many countries. It's a way of bringing outside thinking into your business and helping your teams learn new ways to solve their current challenges. Our guest lecturers will be similarly well qualified, and have further specialist skills; deep understanding of niche aspects of the industry. Training is the difference between good performance and great performance. In a young industry it's all the more important and is needed at every level.

Digital training unlocks the potential of your team, instantly boosting the effectiveness of everything they do. It's the catalyst that triggers a step-change in the results you get from your websites, email and social media.

Passionate about digital; expert in training

Being leaders in the digital industry is not enough to guarantee effective training. Go to a conference and you'll hear speech after speech from industry leaders, but how much of it will you remember the next month? How much of it will you apply? Our instructional designers have unlocked the right formula for devising training that changes the way teams behave.

We use sophisticated consultancy techniques to ensure knowledge is transferred and that the learning sticks. During our Digital Training Academies we move learners around the learning cycle, examining theory, trying things out, reflecting on the experience and drawing conclusions. All learners are equipped with action logs and coached to convert what the course covers into tasks to complete in-company afterwards.

Four levels

Each Digital Training Academy can be delivered at these levels:

1. Conversion (those relatively new to the sector)
2. Acceleration (those with 1-2 years experience)
3. Advanced (those with 2-5 years experience)
4. Masterclass (executive coaching)

Academy lengths

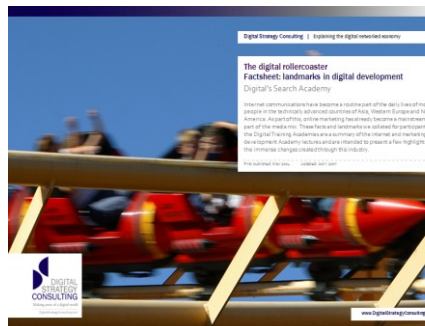
All Academies are combined with online learning support and can be structured around the following amount of face to face training time:

- One day
- Two day
- Three - five day residential

We also run short executive briefings for leadership teams.

Auditing the skills of your team

To help design the right course for you we start by conducting a skills check for your team, a detailed training needs assessment that examines the specific challenges they face.



Building stronger digital teams

Digital marketing managers celebrate graduation on one of our pan-European Digital Marketing Training Academies.

We coach marketers in Europe, Asia, Africa, the Middle East, North America and Latin America.

Customised in-company Academy

We customise your training to fit the firm's goals, selecting the exactly the right mix of lessons and knowledge to make a big impact and change the direction of the business. Before training we'll analyse the group's needs and after you'll get a measure of the uplift in performance.

Digital Knowledge Packs for your team

To support knowledge transfer, all participants will build up a comprehensive Digital Knowledge Pack from the materials distributed throughout the Academies.

This includes Digital Insight reports, notes to orientate on every workshop, book reviews of recommended reading and Digital Action Plans as well as space for future knowledge they discover.

Digital Insight Reports

www.DigitalStrategyConsulting.com/insight

Before term starts at your academy we'll get your team thinking with a series of research reports that build out their knowledge and contextualise some of the key issues for web marketers and publishers. This will be part of the pre-course reading and will be accompanied by some a recommended reading list. Look out for more in your online classroom.

In-company training and strategy workshops

In-company training has a deep impact on your business. That's why we want to know what matters most to you and your team?

- Low rankings in search engines?
- Website not delivering enough leads?
- Email and social media not building real relationships?
- Consumer generated content not growing on the website?
- Could you be getting more value from your agency?

These are typical of the sort of challenges we would tackle head-on in your Academy. The customised programme focuses on today's business goals. We'll show the solutions and coach your team on the knowledge and skills they need to make them happen.

There's also a wealth of ways we can unlock further value through turning general training workshops into critical issue workshops, using training exercises as a way of building operational plans for your teams, and using our feedback as a way of feeding into your existing business plans. Some HR directors apply our training as a way to boost the continuing professional development of their teams, while others have used the learning logs that all participants complete as a way to augment the existing staff appraisal structure. Several Academies can be combined to create a complete training programme for re-orientating your business, motivating your team and underlying your firm's commitment to the digital challenge.

Why bespoke in-company programmes work best

- ✓ You can train the entire team cost efficiently
- ✓ The training process unites the team in their goals
- ✓ Train a wider group; including people your team work with so they understand digital better
- ✓ The confidential setting of in-house training enables you to get the most out of your session as:
 - Exercises are customised to real business challenges
 - Training is focused around your specific brands
 - You can address internal strategic challenges
 - All participants can work together to solve problems

Empowering marketing teams to leap forwards; unlocking more value from their existing investments.

Training workshops and lifelong learning

Our goal is to unlock ways your company and your team can leap forward.

We're committed to transforming the way teams and their brands use digital tools.

Our training should kick-start immediate changes in the way a brand communicates and the organisation behaves.

The face to face training is followed by research and support services for Academy Graduates, and advice about specific challenges facing your agency or brand.

Our management training includes the development of toolkits and tactical roadmaps that can be used by junior executives, along with roadmaps for team development.

Capturing critical issues: focusing on what counts

On our in-company Academies we identify the issues that matter to your business.

We support your team by recommending the solution on key issues.

We devise workshops that tackle current business challenges.

Our consultants review the challenges at the end of the course and make key business recommendations.

Boosting your results, now

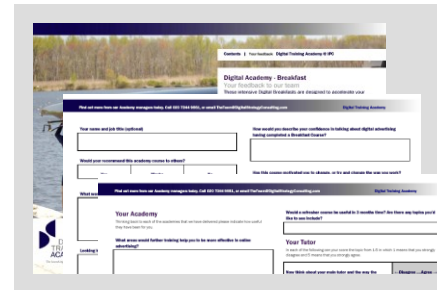
The Digital Training Academy is designed to give your team and your brand an immediate boost in their results.

Find out more – get in touch today



To find out how we could help your team accelerate the firm and navigate the storm, simply ask us.

Email the author of this report directly:
Danny@DigitalStrategyConsulting.com



Your Academy Report Card

For each team being trained there is a comprehensive training debriefing report that summarises their comments about how they found the course and what worked best for them.

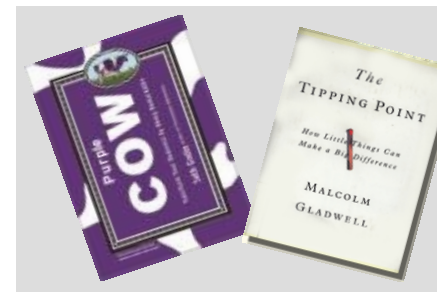


Training certificates and further learning

All executives receive training certificates detailing what was covered in the course.

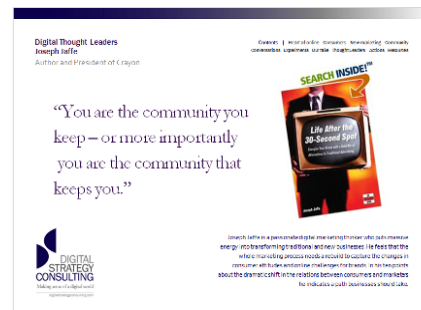
The qualification ladder includes four courses:

- Digital Training Academy - Conversion
- Digital Training Academy - Advanced
- Digital Training Academy - Masterclass



Popular course texts

We provide books and reading lists from authors whose ideas you can apply to your specific challenges.



Digital Thought Leaders

www.DigitalStrategyConsulting.com/thoughtleaders

Why do some firms get it so right, and their audiences and revenues explode? Our Digital Thought Leader interviews bring you closer to people and brands shaping the digital networked economy. They are based on discussions we've had with them since 2000 and are published monthly.

Digital Training Academy coaching programmes

Intensive in-company digital marketing and publishing coaching that boosts the effectiveness and productivity of marketing and digital teams in brands and agencies.



“I’ve been in digital for many years, but the Digital Training Academy you ran for our senior management has transformed this company. Congratulations.”

Media company board director and participant, in-company Digital Training Academy programme

Boosting your digital teams

Our programme of training for media owners, consumer brands, agencies and business service firms covers more than 40 different disciplines within digital marketing and publishing. We cover everything from improving the effectiveness of search marketing to writing smarter email campaigns, from harnessing social networks and blogging, to strengthening media sales teams.

How can we help you?

Call one of our Academy Managers today on + 44 (0) 20 7244 9661 or talk with us by simply emailing Admissions@DigitalTrainingAcademy.com

The difference between a skilled and unskilled team? Without the right knowledge and insight, firms put their entire internet investment at risk.

Our training programmes include

- Intensive programmes for leadership teams
- Intensive programmes for marketing teams
- Capability build for global brand teams
- Tactical programmes for agencies
- Executive coaching
- Senior masterclasses for critical issues
- Workshops for staff at all levels
- Training and development

To find out how can we help your team achieve more and your brand gain the edge, get in touch today.



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