



## Driving digital marketing excellence through a bespoke training programme



### The client brief

PwC were looking for a tailored marketing programme to provide its business consultants with a solid grounding in digital and data based marketing effectiveness.

#### Areas of focus

- Developing a data driven strategy
- Understanding data quality issues
- An awareness of the law relating to data
- How to develop customer insight
- Understand the principals of segmentation

### The programme

The IDM delivered 2 x 1 day face-to-face training sessions for PwC (a total of 30 delegates). The course syllabus was enhanced with Financial Services and B2B content plus industry/company-specific examples, and covered topics such:

- The customer relationship
- Using data to drive your business
- Using data to learn more about your customers
- The multi-channel world and the impact of mobile on customer experience and CRM
- Marketing optimisation

### The results

- 100% of delegates confirmed they would recommend this course to their colleagues
- 64% rated the course as 'excellent' (remaining 36% rated it as 'very good').



“We had worked with several training houses before, but I found IDM very flexible in mixing the programme modules to cover specific subject areas we were interested in. Both training events were extremely well received, even by experienced marketers in the team, as the trainers expertly laid out old and new concepts, coupled with plenty of case studies and interactive exercises. The programme was certainly a great value for money, even when in-house expertise is available. Thank you to Jai and our trainers for working hard to meet our tricky requirements. We will certainly be considering to work with IDM again.”

**Tatiana Collins,**  
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