

## Driving digital marketing excellence through a global accredited training programme

### The client brief

HSBC were looking to implement an accredited training programme to help change the behaviour within their organisation ensuring that digital was front of mind, breakdown any reservations around digital and offer solutions around current challenges they faced. Digital, mobile and SEM were the key focus areas for all such training.

#### Areas of focus

- Ensure teams are aware of the need / value / urgency of embracing digital
- Have an appreciation of how digital fits into strategy and brand plans

### The programme

The IDM delivered 5 individual programmes for HSBC teams based in London and Hong Kong across 2014-15 (a total of 100+ delegates and 30+ days of training with delegate experience in digital marketing spanning from 6 months to 7 years).

#### 2014

- **IDM/HSBC Award in Digital Marketing** – an introductory level course for individuals with little/no digital marketing experience wanting to develop a firm understanding of the core digital channels/processes (e.g. Search, Mobile, Email and Social Media).
- **IDM/HSBC Certificate in Digital Marketing** – an intermediate level course for more experienced marketers who want to approach the planning, delivery and optimisation of multi-channel marketing campaigns with confidence.
- **SEM: SEO and PPC training course** – a course designed to cover everything one would need to know about SEO and PPC showing how to boost rankings, increase the quality/quantity of site visitors and maximise ROI.
- **Mobile marketing training course** – a course designed for individuals looking to plan and implement highly effective mobile campaigns that will win customers and increase sales.

#### 2015

- **IDM/HSBC Professional Diploma in Digital Marketing** – an intermediate level course designed for marketers (18+ months marketing experience) involved in the operational aspects of managing and executing multi-channel marketing campaigns.

### The results

Excluding the Professional Diploma programme which is currently ongoing, across the 4 remaining programmes, delegates scored:

- The quality of content an average of 4.1 out of 5\*
- Trainer knowledge an average of 4.6 out of 5\*
- The overall value and usefulness of the programme(s) an average of 4.0 out of 5

\*(1 – poor; 5 – excellent)

*“For the Award programme, the feedback we received was overwhelmingly positive with individuals enjoying the combination of teaching and activities designed to apply the key learnings from the course. For our more experienced marketers, the Diploma programme has allowed individuals to think with a more Digital mind-set and consider how all the different channels can be applied to Marketing activities at HSBC.” Samuel Robson, Project Manager, Global Marketing, HSBC*