

Driving digital marketing excellence through a bespoke marketing academy

The client brief

GSK required a development programme to plug identified skills gaps, bring key marketers up to speed with latest digital marketing best practice, improve business performance and increase ROI.

Areas of focus

- Highlight the opportunities presented by digital channels and techniques, mindful of regulatory constraints in the sector
- Building digital into marketing brand plans
- How to achieve effective integration and drive ROI
- Training should be a platform for ongoing skills and knowledge development

The programme

The IDM delivered a blended learning Digital Excellence Programme, leading to two fully accredited, bespoke marketing qualifications for two distinct employee segments. The programme was delivered to accommodate learners across several different geographical locations.

Primary learner segment: digital leads

Through a blend of elearning modules, webinars, workshops and assessments, 21 GSK digital leads worked towards, and were awarded, the **IDM/GSK Professional Award in Digital Marketing**.

The syllabus was enhanced with 'pharma-specific' content and examples, where relevant, and covered topics such as digital insight, engagement, integration and performance optimisation.

Broader learner segment: brand teams

Via blended learning, 66 GSK brand marketers worked towards, and were awarded, the **IDM/GSK Foundation Award in Digital Marketing Principles**.

The results

- Relevance, usefulness and value evaluated at average 8.4/10
- A GSK Digital Benchmarking Survey tracked uplifts in digital capability and confidence. For example, confidence in integrating digital into brand plans scored 88% in the digital leads segment.

"At GSK we are very proud of the contribution of the Digital Excellence Programme in the achievement of our digital roadmap. The level of expertise of the IDM digital practitioners, combined with a smart delivery was the special ingredient that has created digital experts, able to immediately transfer their new knowledge into the business.
Massimo Pavone, Digital Marketing Director, Global Franchise Platform, GSK