

IIDE

INDIAN INSTITUTE OF DIGITAL EDUCATION

CLIENT STORY

Top Cosmetic Brand
June 2019



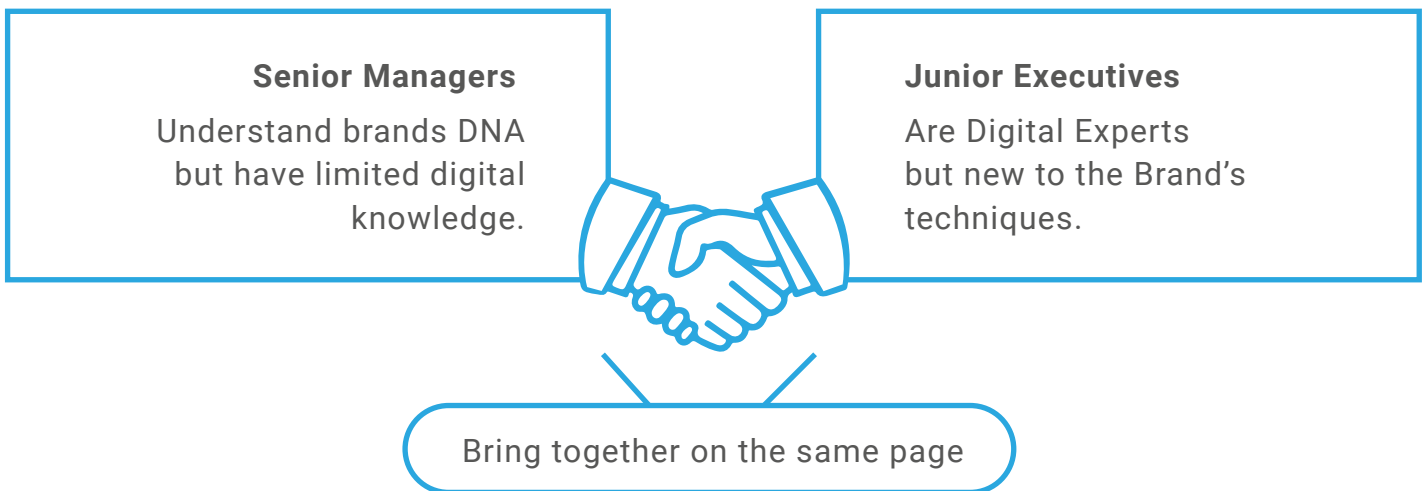
OVERVIEW

This company is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products & its products are sold over 50 countries.

Aim: To build a customer centric brand and customise it's campaigns as well as create an Omni Channel Strategy & improve customer experience at its physical stores.

TRAINING SYNOPSIS

This Top Cosmetic Brand aimed at synergising the efforts of their **Senior Managers & Junior Executives** to create an ecosystem wherein each one of them could take advantage of other's expertise and work in liaison with each other to create better digital marketing strategies for the brand.



They collaborated with IIDE to train their Senior Managers and Junior Executives in:



IIDE's Industry expert also conducted an hour long talk on "Growth Hacking". He shared some tips and tricks for best practices in the corporate environment and gave India specific case studies for better understanding.



No of people trained
25



Mode of Training
Classroom training



Trainees
Senior Managers and Junior Executives

THE RESULT

Growth in employees' digital skills and shaping of their attitudes towards better adoption of digital was seen.

82%

Senior Managers

agreed that this intervention helped them in better understanding of digital concepts and tools.

90%

Junior Executives

voted that this intervention helped them in formulating better marketing strategies for the brand.

What they loved the most

Growth hacking | Influencer marketing | User generated content