

IIDE

INDIAN INSTITUTE OF DIGITAL EDUCATION

CLIENT STORY

Law & Kenneth Saatchi & Saatchi
May 2019



OVERVIEW

LKSS is a full-service advertising agency specializing in traditional and digital advertising, branding and marketing. The agency serves a wide range of local and global clients and offer an ideas-driven entrepreneurial spirit as well as a comprehensive range of service including advertising, design and importantly a strongly integrated digital presence.

Aim: Mastering digital platforms to enhance customer experience and re-position brand's marketing strategies from being spread across only traditional media to a mix of traditional and digital media.

TRAINING SYNOPSIS

Take advantage of traditional and digital platforms, the right-mix, the smooth transition and the right brand positioning in the new digital era.



Trainees

Mix of Executives & Senior Managers



Mode of Training

Classroom training & Webinar training

NEED

With growing need for digital customer engagement, LKSS planned to adopt a

Digital-first Business strategy with services

CUSTOMISED DIGITAL MODULES

For Executives + Senior Managers

Word press Website, Social Content Strategy, Search Engine Optimization, Google Ad words, Social Media Marketing, Design Essentials, Email Marketing & Analytics.

For Managers

Influencer Management, Media Planning & Agency related skills - Pitching, Reporting

THE RESULT

Digital transformation across business and organizational activities, processes, models and competencies leading to the adoption of digital by a traditional marketing agency.

What they loved the most | Available targeting options in Paid Marketing



In-depth, crisp and very well-articulate everything you always wanted to know about digital marketing but didn't know who to ask!

- Vivek Duggal, Sr. VP, L&K Saatchi & Saatchi