

IIDE

INDIAN INSTITUTE OF DIGITAL EDUCATION

CLIENT STORY

Social Kinnect, May 2019



OVERVIEW

Social Kinnect is a full service digital agency that teams up with companies to build their brand equity by leveraging the digital landscape to create conversations, increase word of mouth, provide ROI driven results and build lasting relationships.

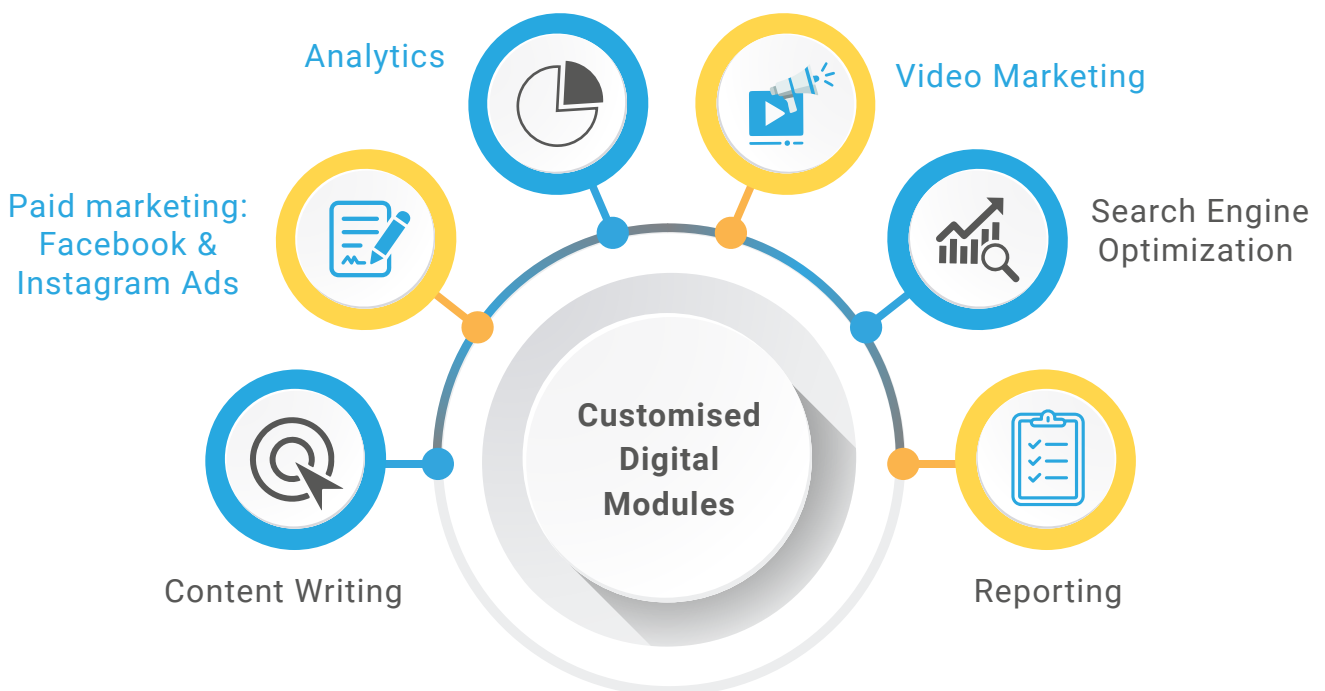
Aim: In the advancing world of digital marketing, Social Kinnect wanted a customized induction intervention in “Digital Marketing” to train their new joinees in latest digital concepts and technologies.

Estimated annual revenue of 5.9 million dollars

Over 200+ employees

TRAINING SYNOPSIS

In order to increase trainees' on **job-productivity**, a customized induction training program was prepared in collaboration with IIDE:



No. of trainees: 30

THE RESULT

After being introduced to the plethora of possibilities in the digital space, the new joinees were able to do **better budget allocations** & use **search engine optimization techniques** in their content.

90%

Trainees voted for **increased employee motivation** post the induction program

What they loved the most?

Facebook ad's owing to the **numerous targeting options available**.



“Our employees learned skills that pertained not only to analytics and other technical subjects but even towards soft skills and agency side developments that enable personal growth”

- **Chandni Shah, COO, Social Kinnect**