

## Case Study | Tailored Training Solutions

**Joanna Orphanou**

Channel Marketing Manager

O2

**O2 wanted their partnering businesses to have a deeper understanding of marketing as a whole.**

They were already providing marketing support on their products and services, but were looking for training to improve their partners' confidence when designing, running and measuring their marketing campaigns. With such a diverse range of partners covering small start-ups, through to big businesses with dedicated marketing departments, it was hard to ensure the training would be of value to all of them.

**The training solution for O2 needed to cover the full breadth of marketing.**

O2 completed five CIM training workshops over six months; Using insight to Drive strategy, Introduction to Marketing Metrics and ROI, Fundamentals of Marketing B2B, Introduction to Digital Marketing and Principles of copywriting and were extremely happy with the results. They found CIM training much better than their previous provider due to customisable content based on their requirements, engaging delivery methods, flexible locations and value for money.

The fact that CIM is an accredited marketing body with a global reputation was also seen as particularly valuable.

**Feedback from the course participants was outstanding and they commented how much they'd benefitted from the scope of themes CIM covered.**

The partners also found the training invaluable, as it enabled them to broaden their marketing knowledge and helped to improve working relationships with O2 by moving beyond the O2 brand. Much of what they learned could also be implemented with immediate effect.

The success of the workshops was clear to O2 too, as partners can apply for funding to promote products and services. Following the workshops, the marketing campaign proposals were far more extravagant, well-designed and detailed than previously. The resulting campaigns were also more successful than prior to the training, and the partners are utilising a broader range of marketing channels, particularly capitalising on the power of social media.



**CIM was much better value for money than our previous training provider and it was immediately obvious that their workshops would be more varied, engaging, innovative and up-to-date.**

**Our partners marketing proposals are far more extravagant, well-designed and detailed than previously. The success of these campaigns is also much higher.**

