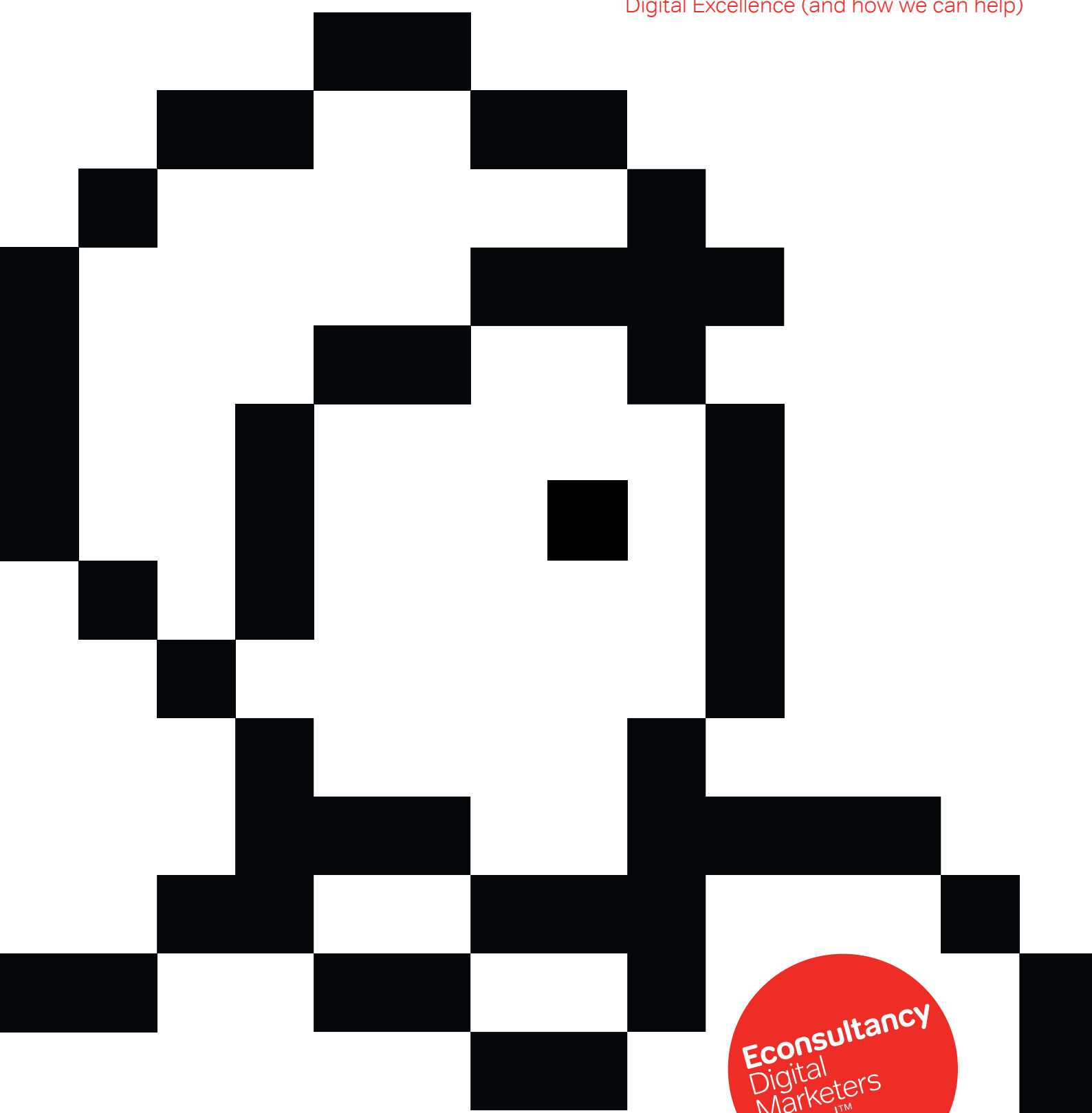


# The six digital imperatives

Moving your organisation towards  
Digital Excellence (and how we can help)



# Digital Excellence:

a good  
place to  
aim for.

Digital used to be just another channel to market.

Now it's central to the way you do business and engage with customers.

At Econsultancy, we've been steeped in digital since the dot in dotcom. Over the years, we've seen a few companies in every sector start to rise above the rest. They don't just 'get' digital, they understand how it touches every part of the business and how it influences offline activities, too.

We call this exalted state 'Digital Excellence' (even though it's more a journey than a destination). And, not surprisingly, the companies closest to achieving it tend to outperform their competitors on just about every important metric.

# The six imperatives

Over the last decade, working daily with our members - now numbering more than 105,000 digital marketers worldwide - we've identified six of the most important challenges facing anyone leading their organisation towards Digital Excellence.

So we thought we'd let you know some of the ways Econsultancy can help with each one. You might be surprised to discover some of the things we do...



## Develop your teams

Recruit them, advance them, train them

You don't get to Digital Excellence without great people. But there's a shortage of really talented digital pros out there. You can't just pick them off the street. You need to attract the right talent with the right experience – then develop them to keep them up to speed and motivated.

**How we can help:**

### Econsultancy Membership

Everyone on your team should be a member, for total access to our award-winning reports (400 and counting), plus the blog, forums, events & training. Check out Platinum and Diamond memberships for team- or enterprise-wide access.

### Continuing Professional Development

No one trains and develops more digital marketing and e-commerce experts. Choose from high-impact public courses or custom in-house training, all underpinned by Econsultancy's CPD programme.

### Professional Qualifications

Including the world's first MSc in Digital Marketing Communications, delivered together with a top business school.

### Graduate Certificates

A challenging series of academically accredited courses, each covering a specific digital discipline.

### Skills Assessment

The Econsultancy SkillSet™ team can identify your skills gaps and design a plan to fill them. (See overleaf.)

### The Ultimate Digital Jobs Board

Generalist jobs boards can't compete with the world's biggest community of digital marketers. Our job postings work.

### Business Capability Frameworks

Our critical competencies and business maturity frameworks will identify areas to focus your learning & development, concentrating your budget where it'll make the most impact.

## Apply best practice

Across every digital discipline.

Great people still need to be doing the right things. But, in digital, the right things are changing all the time. You need to make sure your people are on to the very best practice in all the disciplines that matter most to your brands.

**How we can help:**

### Training

Fresh, up-to-the-minute courses on every topic, taught by expert practitioners, delivered in both public or in-company format. We receive consistently excellent feedback from delegates.

### Legendary Econsultancy Research

More than 400 authoritative and time-saving reports covering Best Practice; Trends & Innovation; Market Data & Statistics; Templates for Web Project Management, RFPs and Digital Marketing Projects; Buyer's Guides...

### Membership

Just one of the benefits of membership is unlimited and unrivalled access to our research library, giving your team instant access to the latest best practice, innovation and market data.

### Hosted Events

Innovation briefings, conferences held around the globe, roundtables for client-side marketers. Discover how your peers are tackling the latest trends.

### Expert Speakers

We'll send one of our gurus to your event to raise the tone, share their insight and make you look smart(er).

### Innovation Awards

If you're at the leading edge, make sure you get the recognition by entering these international awards.

### Consulting

We draw on our world-famous research, community and content to advise you on moving your business forward. If we don't know something, we know someone who does.

## Appoint the best agencies & suppliers

And get the best value from them.

No marketing department is an island. You need the best agencies, developers and technologies. We're here to help you find them.

**How we can help:**

### Buyer's Guides, Business Cases and RFP Templates

How to choose, justify, brief and measure your partners. All part of your membership.

### Supplier Selection Advice

We know who's who, but remain impartial. Talk to us.

### Supplier Selection Consulting

More in-depth projects for sorting out your supplier strategy and making the right choices.

### Supplier Directory

You'll find the best and the brightest in this online directory.



## Integrate offline and online

For proper, joined-up marketing.

Digital is part of the mix. The more you fuse online and offline channels, the more you get from both. Econsultancy is leading from the front here.

**How we can help:**

### Integrated Training

Public and in-company courses on the best of multichannel marketing.

### JUMP Event

The first (and best) annual marketing conference for senior marketers who want to break down the walls between offline and online.

### Econsultancy Magazine

As we're primarily a digital publisher, we wanted to make sure we took our own steps in walking the multichannel talk. This quarterly publication includes best practice articles, trend analysis, stats and research, website and app reviews, interviews, and much, much more.

### Content on Integration

New reports and Best Practice Guides on joined-up marketing - and every tactic you're integrating.

## Benchmark your performance

And soak up great ideas from peer companies.

It's not enough to be good at your core digital disciplines. You need to be so much better than your competitors that they give up and go home. So how do you learn where you stand?

**How we can help:**

### Digital Cream

The invitation-only event for senior, client-side marketers. Look to your left. Look to your right. You're benchmarking!

### Econsultancy Mentoring

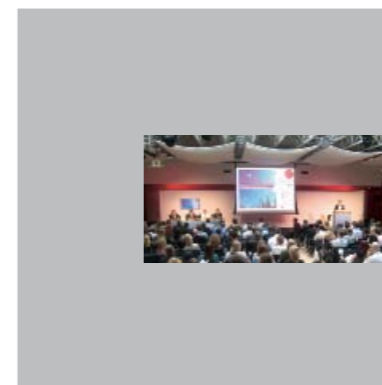
We'll hook you up with a digital guardian angel for one-to-one career and skills acceleration.

### Benchmark Consulting

We'll put together an expert team to analyse your performance, set your own benchmarks and give you specific ways to improve.

### All those Econsultancy Events

The conferences, roundtables, briefings and social events (skiing, poker, sailing...).



## Build a great digital culture

Get digital into your company's DNA.

The best digital brands are those that look to weave digital thinking into everything they do: marketing, sales, e-commerce, customer service and stakeholder relationships. Since digital is in our own DNA, we can help make it part of yours.

**How we can help:**

### Econsultancy SkillSet™

Our digital skills development practice will identify your team's skill gaps, then design a comprehensive programme to fill them. (See pages overleaf.)

### Consulting

Thinking of an acquisition? Entering a new market? Give our consultants your toughest challenges, we'll guide you through them.

### Diamond/Platinum Membership

Great value packages for your staff. With total access to our content, discounts on training, expert advice, networking and other very good things.

### Mentoring

We'll take your key execs by the hand and lead them into the Digital Promised Land.

### Content Provision

As well as access and publishing rights to our entire library of award-winning research, we can also provide a permanent and dedicated editor to write specific content aligned to your industry vertical.

Find out more.

There are so many ways Econsultancy can help you to rise to the challenges of Digital Excellence.

Call Peter Abraham on +44 (0)20 7269 1450 or email [skillset@econsultancy.com](mailto:skillset@econsultancy.com)

# Econsultancy SkillSet™

## Strategic digital skills development

Econsultancy SkillSet™ is the international digital marketing skills development practice for organisations who want to achieve Digital Excellence. Incremental uplift through staff knowledge and skills is the next stage of development for your business.

We've combined three powerful capabilities:

### Digital marketing knowledge

Our unparalleled digital marketing research, independent analyst team, 105,000 strong global community and 11 years in the business add up to digital 'chops' that few can rival.

### Training excellence

We train more than 4,000 marketers a year, run more than 30 different courses, deliver in-company programmes worldwide, and developed the first MSc in digital marketing communications. We know how to deliver.

### Organisational change expertise

We've developed a robust methodology, based on 11 years experience, which is designed to get large, distributed teams to their digital destination. And it's fun.

This unique combination makes us your ideal partner for learning acceleration at scale, locally or globally.

## The SkillSet™ benefits

### Why do you need SkillSet?

Because you want all these good things:

- More effective and efficient digital marketing and sales
- More responsive customer support and stakeholder relations
- Deeper, more relevant customer engagement
- A digitally-enabled organisation – beyond the website team
- Increased board confidence in marketing and digital channels
- Better Returns on Digital

### Maximising your Return on Digital

An important part of the Econsultancy SkillSet™ process is to identify critical competencies and focus on maximising the team's proficiency in them.

By identifying critical competencies up front, SkillSet focuses your learning & development budget where it makes the most impact for your organisation.

### A Comprehensive Practice

Our unique methodologies, best practice research and advanced learning platforms inspire innovation and drive measurable improvement across every digital marketing discipline.

We select the right elements from the SkillsSet Service Portfolio to inspire change and drive innovation by promoting specific behaviour changes that will boost your Return on Digital.

Choose from focused skills audits to comprehensive, enterprise-wide transformation programmes – and a whole range of programmes in-between.

### Actionable Learning™

Econsultancy SkillSet drives a dramatic improvement in digital performance from the very first weeks of deployment. We call our approach Actionable Learning™ and it's changing the way marketing teams and entire organisations engage with their markets online. Actionable Learning provides useful, immediate results and drives measurable uplift where it matters most: in the marketplace.

### Actionable Learning experiences are:

#### Practical

Focused on doing things better now.

#### Inspiring

Dynamic, challenging learning that incites innovation.

#### Authoritative

Independent best practice advice for every digital discipline, delivered by expert practitioners.

#### Customised

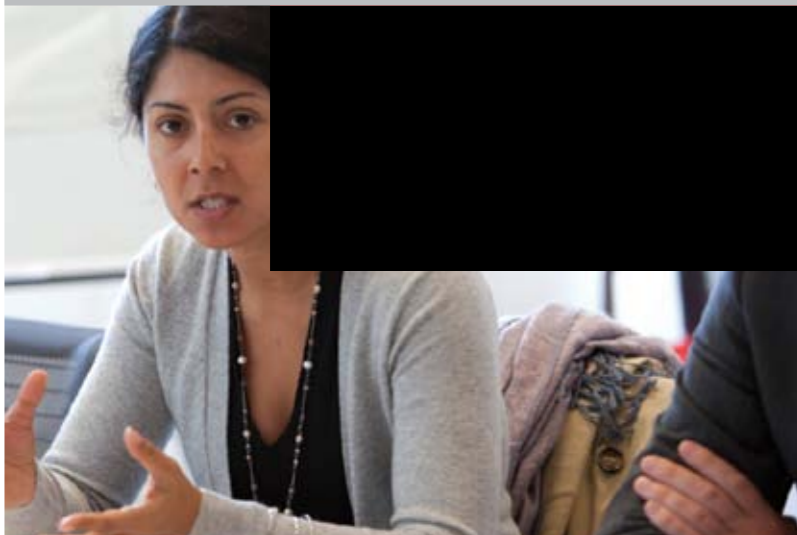
All tailored to your goals, market, competition and current skill levels.

**Wherever your team is today, your SkillSet advisor will design a high-impact engagement that delivers value early and often.**

### Chosen by the best brands

We've helped clients such as **Vodafone**, **Random House**, **Lloyds TSB**, **DuPont**, **COI**, **DLKW Lowe**, **Tesco**, **John Lewis**, **TfL**, **Orange**, **Microsoft** and **Royal Bank of Scotland** accelerate their journeys to Digital Excellence. And we can help you too.

For more information on Econsultancy SkillSet programmes, call Peter Abraham on +44 (0)20 7269 1450 or email [skillset@econsultancy.com](mailto:skillset@econsultancy.com) [econsultancy.com/skillset](http://econsultancy.com/skillset)



# Econsultancy around the globe

London • New York • Dubai • Singapore • Sydney

info@econsultancy.com

**econsultancy.com**

## About Econsultancy

Econsultancy is a global independent community-based publisher, focused on best practice digital marketing and e-commerce, and is used by more than 300,000 internet professionals every month. Our hub has 105,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate.

We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking. For the last 11 years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

