



MySpace case study: An integrated approach

Launched in 2002, MySpace saw its 100 millionth account created in August 2006. Its explosive growth was largely due to its innovative offering and massive viral appeal. By 2008, MySpace has progressed to developing a more proactive online marketing programme as part of its customer acquisition strategy.

For many of MySpaces' European Business Managers, this has meant returning to the very nuts and bolts of digital marketing. Econsultancy was called in to devise a series of immersion courses, ensuring that delegates left with a broad understanding of the tools and techniques available to them. Delivered in both the UK and Germany, the sessions provided practical insights, examining the latest Web 2.0 digital marketing know-how and fully exploring the online marketer's toolkit and how it can be applied to the cycle of acquisitions, conversion and retention.

While the in-company training proved extremely useful in getting European Managers together to discuss the future strategy, MySpace also took advantage of Econsultancy's public training and conferences. By attending sessions such as [Email Marketing](#) and [Search Engine Optimisation](#), delegates returned to the team as digital marketing champions with the practical skills required to implement proactive plans. Investment in a [corporate membership](#) has also supported training, giving all employees access to a wealth of information on best practice and industry development, and encouraging a sense of excitement around online activity by effectively accelerating learning within the teams. 2009 will see Econsultancy continuing to work with MySpace to help maintain momentum and ensure the team stays at the cutting edge.

“Econsultancy’s ability to put together in-house training sessions which communicated a huge amount of information in a lively and manageable format was just what we needed to help focus on our online marketing activities in 2008. When it came to engaging every member of the team, Econsultancy’s range of services proved to be invaluable in providing both practical support and a trusted resource that was accessible at all levels.”

Bridget Arik, Executive Director, Human Resources, 2008