

What is Squared Online?

Squared Online is the global award-winning digital marketing leadership course, developed with Google and powered by AVADO, that creates digital business leaders and enables companies to upgrade their team's digital capabilities. Taught online over 5 months by industry experts, Squared Online has delivered a unique learning experience to 900+ companies globally.

UK credit card provider MBNA partnered with Squared Online as part of an ongoing initiative to deep dive into digital expertise. The holistic nature of the Squared Online programme appealed to MBNA, as it would allow a broad overview of digital strategy. The approach was taken to deepen the understanding of digital marketing in key roles that would influence MBNA's Digital Marketing strategy.

With this in mind, colleagues were nominated to start Squared Online - and the results below speak for themselves.

"Here at MBNA, we had a key focus on growth and the development of critical skills to drive our business forward. Digital marketing was one of these areas where we wanted to deepen our understanding of broader digital strategy and increase collaboration across different teams. And the results? Feedback from our learners has been consistently strong, and the group's confidence in digital marketing skills has increased by a staggering 69%."



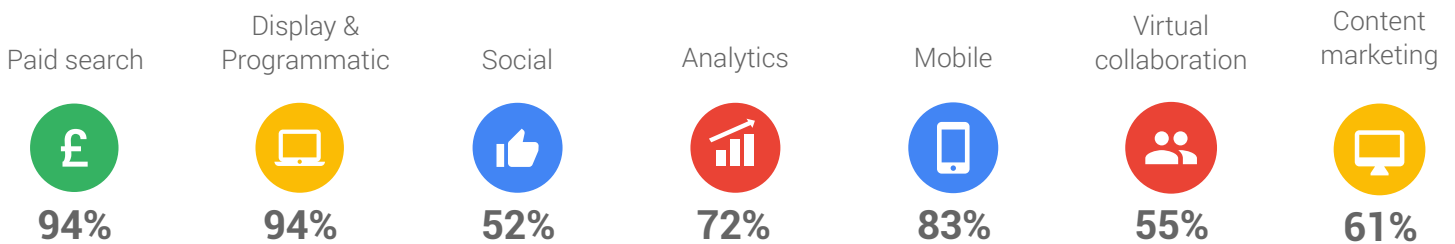
Carl Viagus
Learning Consultant | MBNA

29 graduates to date

6 distinctions awarded

4.5 out of 5 satisfaction score

Overall increase in confidence since graduating:



69% more confident in digital marketing skills

"As a display and social specialist, Squared Online gave me the chance to brush up on my knowledge of the larger channel mix. It allowed me to work hands-on with my fellow Squares in creating marketing strategies, as well as writing a whitepaper."



Ayesha Dickerson
AVP Paid Media Manager | MBNA
Awarded a Distinction

"I wanted to increase my digital marketing awareness and Squared Online appealed to me as it offered a strong foundation across numerous topics. I highly recommend Squared Online to all levels of digital marketers, as the format allows individual learning while providing the opportunity to build networks across many industries."



Dianne Moorfield
Digital Operations Manager | MBNA
Awarded a Distinction