

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.

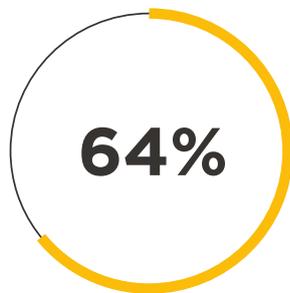
Nestlé's goal:

A household name in every corner of the world, Nestlé marketers connect with a broad range of customers in healthcare, cereals, coffees, dairy products and confectionery. Understanding their customers' journeys and interactions is critical for the organisation's success.

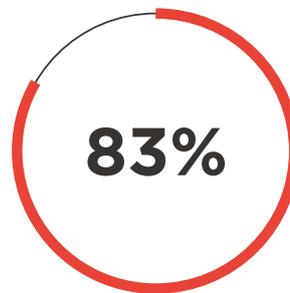
For Nestlé to gain a holistic view of the channels and tools used by their customers, they enrolled their teams onto Squared Online. The broad range of participants included junior executives through to the senior leadership team; from marketers to product leads and sales teams.

Since Squared Online:

- ✓ Participants found that the course not only enhanced their own knowledge, but also inspired them to share this knowledge with their wider teams: further encouraging digital thinking
- ✓ Participants have implemented changes to the way they measure campaigns and extract insights from data. They're now taking the lead on designing reporting templates and setting up monthly check-ins with internal stakeholders
- ✓ Participants have reported that they're more confident when communicating their strategies to senior management and influencing internal teams



of participants have increased their business unit's use of digital since Squared Online



of participants have increased their confidence in digital marketing strategy and execution

Whenever people ask me about courses on digital marketing and leadership, I always recommend Squared Online. Regardless of digital knowledge or level, there is a lot to learn. I have even recommended the course to our agencies so they can up-skill with our teams and all be on the same page.



Tin-tin Siapno
Head of Marketing Communications

During both my daily work and 2017 planning, I always refer back to what was learned from Squared Online to see what I can do differently. I've also shared my learning with my sales and finance colleagues, so they understand what consumer touchpoints are, and how these can be measured.



Tristan Shing
Integrated Marketing Manager