

## 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 2,000+ companies globally.

## What were the Drum's goals?

The Drum is a global media platform and the biggest marketing website in Europe, attracting 1 million unique visitors per month. They share up-to-the-minute industry news globally from their offices in Glasgow, London, New York and Singapore. In addition to their website and magazine, The Drum also provides award shows, live events and video production.

With the growing need for digital knowledge in all aspects of the business, The Drum identified how important it was that all of their team members, whether marketing, campaign management or project coordination, were completely up-to-date with the digital skills they need. With this in mind, The Drum identified Squared Online, which teaches a holistic view of digital, as the right course to introduce to their teams.

## How do teams learn on Squared Online?

Squared Online is the only digital marketing course that also promotes the development of leadership skills. 60% of the course focuses on increasing competence in digital marketing, while 40% focuses on increasing leadership skills.

Students learn on the purpose-built Virtual Learning Campus, setting aside 6-8 hours a week for the course. This includes time to complete online pre- and post-class activities, as well as to attend live classes. The course is built around collaboration, solving real-world business challenges and learning by doing - so your team immediately starts applying in their job what they learn on the course.

**96%**

of Squared Online graduates are more confident in discussing digital strategy

**4 in 5**

are stronger leaders as a result of Squared Online

**2 in 3**

graduates have taken on more responsibility in their roles

## How did the managers find Squared Online?

"My expectations for Squared Online were both met and more. A lot of fantastic learning has been delivered that has increased both the knowledge of the students and the efficiency of the business. Since graduating, the participants have brought forward innovative ideas, introduced new, exciting solutions, and executed these solutions in a creative and digital way. I would highly recommend putting teams on this course."



**Ali Tufail**  
Digital Growth Manager  
The Drum

## How did the participants find Squared Online?

"Being a part of Squared Online was a great online learning experience and I really enjoyed working with fellow Squares. Since completing the course, I've been working on integrating our campaigns and learning more about data and reporting: enabling me to optimise those channels."



**Paulina Staniecka**  
Marketing Coordinator  
The Drum

"The course met and exceeded my expectations. As I'm in business development, the customer-first approach has helped me to become more creative with the solutions I present to clients - because I can get to their real needs better now. This is so much more than a digital marketing course - it cuts to the core of success in business and communication."



**Lisa Barry**  
Business Development Manager  
The Drum