

SJ Case study

Suen Jewellers (SJ) were looking to attend an accredited training programme to initiate behavioural change within their organisation to ensure that digital marketing was a priority. Social Media Marketing, Content Marketing and Data Management for Customer Retention were the key focus areas.

Areas of focus

- Motivating their team to embrace the digital transformation of the business; and utilise all learning in their strategies and planning.

SJ attended 3 public workshops

Public workshops

Social Media – Strategy, Tools & Tactics

An intermediate level course covering social media strategy, social listening, social engagement and in particular, crisis management and methods to implement a content plan for social campaign.

Action #1: SJ was given an action plan which was taken back to the office and applied to an upcoming event.

Results: The event received an additional 30% in customer face time.

Brand Storytelling in Content Marketing

A comprehensive understanding of components that make up a content strategy and the importance of creating a framework.

Action #2: SJ revamped the whole content plan by adopting the concept of customer journey mapping of each customer with improved communications skills to create a compelling brand story.

Results: The brand received more enquiries in under 2 days.

The Role Digital Plays in Customer Retention

Understand the role of CRM and contact strategy that targets customers' interaction with your brand for loyalty.

Action #3: The implementation of new strategy for data retention across all teams strengthened relationships with customers.

Results: Fragmented data now becomes real data and SJ is now able to manage each customers' journey better.

Feedback

- Trainer knowledge an average of 4.7 out of 5*
- The overall value and usefulness of the programme(s) an average of 4.8 out of 5 *(1 – poor; 5 – excellent)

“It was truly an eye opener with lots of insights about social media marketing and data. The tutor was knowledgeable and fun, pumping our heads with many case studies and exercises that were easily relatable at any level of experience. What keeps me coming back for more are the takeaways and action plans that I could immediately translate back to the office. It is the motivation and the incremental steps that proved how our efforts could really go beyond our hidden potential. I would highly recommend individuals to attend this workshop with an open mind.”

- Suen Jewellers