



Bespoke Training

Digital marketing workshops for Sony Electronics



Listen

Listen to the needs

Sony needed to upskill their Sales and Marketing teams to ensure they had the relevant knowledge, skills and insights to increase online sales over the crucial Black Friday and Christmas period. Covid-19 meant that physical retail stores across Europe were closed during this important sales period, so Sony were forced to completely switch their focus to selling products online.



Examine

Examine the problem

The knowledge levels across the teams varied drastically – for some this was their first experience working with e-commerce whereas others were experts, so it was essential that any training programme included content that catered to all levels. Both Sony and LEAD realised that they needed more than just off-the-shelf theory training for this business critical project.



Advise

Advise on improvements

LEAD's team designed a training programme that linked digital marketing theory with practical business planning to drive tangible sales outcomes. The training programme contained four virtual modules (Tools & Technology, Data & Insight, Measuring & Reporting, Testing & Learning) customised to their business processes with hyper-relevant content.



Deploy

Deploy the solutions

The workshops were delivered virtually across multiple time zones. The live sessions were recorded and translated into multiple languages so people could revisit the content in the future for a refresher. For the practical business planning, we worked with senior Sales and Marketing stakeholders in each country in one-week sprints to apply the training themes and concepts to their Black Friday and Christmas business planning with their top retailers.

350+
employees
completed the
training

Individual
consulting to
17
countries

19+
hours of
training

x5
local language
customisations