

The Company

A privately-owned cosmetics company with over 5,000 full time employees and \$3.5 Billion in revenue. This company sells cosmetic products through a multi-level marketing model and is now the largest direct seller of skincare and cosmetics in the industry.

The Challenge

As the company was hiring more full-time employees, it did not have a marketing training program in place, which led to uneven digital marketing skills in its regional marketing departments around the world. The company was finding it challenging to keep up with new competitors that are digital first.

The Solution

The company brought in The Online Marketing Institute ("OMI") to implement a three-month pilot training program. OMI worked with company leadership to curate digital marketing classes from OMI's vast library, which were added to a private, white-label learning management system ("LMS") that employees can access easily. Additionally, OMI supplied communications consulting and tools to assist leadership in driving employee engagement and increasing usage of the training program.

The Result

Employees are active in the LMS and developing their digital skills. The classes have spurred new strategy discussions, breaking down patterns of traditional operational behavior and thinking.

Given the initial success of the pilot program, the company is working with OMI to create a broader program with more classes and offer this expanded training to other US offices and to the EMEA and APAC regions.

To request a demo, fill out the request information form on

onlinemarketinginstitute.org/business-solutions
or contact us directly at
sales@onlinemarketinginstitute.org

About OMI

Since 2007, OMI has helped thousands of professionals and businesses bridge the digital marketing knowledge gap to improve skills, drive ROI and build competitive advantage.

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