

CASE STUDY

Marriott Digital Services

How Marriott Digital Services' Marketing Team is Educating
Their Way to Programmatic Prowess



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Background

As consumer behaviors evolve, organizations must meet the consumer where they are in order to sustain growth. And in a marketing industry that's also ever-changing, marketers must stay current on the latest tools, technologies and best practices to meet their business goals. Education is increasingly the muscle that can power marketers' competitive edge amidst these changing forces. For example, programmatic marketing, a new tool in a marketer's toolbox, can prove transformative if well-understood and used effectively. And while a smart, sophisticated marketing team is a given, it's increasingly just as valuable for other departments to understand the goal of marketing investments and their metrics of measureable success as marketing increasingly proves to move from "cost center" to "revenue engine."

How do you bridge the knowledge gap, both within and outside the marketing organization? Adopt a training solution.

The Marriott Digital Services team identified the need for fluency in programmatic marketing that reached across their digital department and sought the New Marketing Institute (NMI) as a solution that could provide them with customized training, programming and certification to help fill their educational gap and improve cross-departmental knowledge and communication.



Objective

Marriott Digital Services recognized the need for their marketing teams to become more fluent in the subject of programmatic and speak more intelligently about existing corporate-level marketing efforts when liaising with their stakeholders. The team set out to find a formal training solution that met their employees' diverse levels of knowledge. Additionally, Marriott Digital Services saw value in being able to bring the digital marketing teams across continents to meet in one room to open up a collaborative dialogue, and so looked for a solution that could accommodate that.



Solution

With its modular course structure and a strong team of educators, NMI was able to customize learning sessions to meet Marriott Digital Services' specific learning objectives for their global team. To create custom sessions focused on programmatic marketing content, instructors from NMI collaborated with the Marriott Digital Services team to truly understand what the participants were interested in learning and how they could directly apply what they learned to their roles. In a matter of weeks after their initial outreach, NMI undertook a needs assessment to understand Marriott Digital Services' internal digital marketing teams and began training. Customizing their modular courses as needed, NMI were able to provide one-on-one attention—adapting to Marriott Digital Services' needs quickly by aligning content with the various levels of user knowledge. NMI intentionally aligned the training around an international departmental team meeting in New York to hit the largest and most expansive audience. In the end, NMI exceeded expectations by helping the Marriott Digital Services team become more articulate in the language of programmatic, a frequently complex and confusing marketing technology ecosystem.



Results

Since NMI began providing education and training to Marriott Digital Services, the digital marketing team is now equipped with a clearer understanding of programmatic, the role it plays in modern marketing and the benefits it offers. Ultimately, Marriott Digital Services and NMI saw increased interest from the internal and leadership teams who wanted to be a part of these sessions to brush up on their professional skills. As a result, Marriott Digital Services looks to expand these educational efforts globally with the support of NMI building out content and adding new modules. Marriott Digital Services saw:

- **Repeat purchase:** After the initial training session, the second session at Marriott Digital Services' HQ brought in an increased attendee rate of 4x. A third session was orchestrated to meet a high demand from those unable to attend previous trainings. After witnessing the benefits their teammates received from formal training, another subset of individuals attended a training session at the IAB in London.
- **Diversity of attendees:** NMI effectively trained a diverse group of learners from different levels of management. A sample list of attendees includes: Search Marketing Manager, Senior Manager (Digital Product Marketing and Merchandising), VP Digital Acquisition Marketing, Director Marketing Consulting, Director Global Search Marketing, VP Brand, Marketing, Sales & Consumer Services (BMSC) Consulting, Senior eCommerce Manager.
- **A 360-degree view of digital marketing:** "The training helped many of us gain a better understanding of our own digital landscape within the company," said Dan Melluzzo, Director, Digital Services at Marriott Digital Services. "We were able to 'connect the dots' to ongoing projects that make up our company's digital acquisition strategy, and prepared us to have better, more educated conversations with our stakeholders about how all of it works."



About Marriott International

Marriott International, Inc. (NASDAQ: MAR) is a global leading lodging company based in Bethesda, Maryland, USA, with more than 4,400 properties in 87 countries and territories. Marriott International reported revenues of more than \$14 billion in fiscal year 2015. The company operates and franchises hotels and licenses vacation ownership resorts under 19 brands.

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