



MICRO LEARNING



Micro Learning Case Study – Digilant University

Digilant University was developed as a collaboration between CoreAxis and Digilant in response to the business needs of one of their clients, PepsiCo Mexico.

Programmatic media buying continues to achieve rapid growth in LATAM —it’s expected to have grown by 198% by the end of 2016 (source:eMarketer). This approach to digital media buying is essential to brands like PepsiCo Mexico. As the organization considered its goals for 2017, it recognized that its employees need to be proficient in programmatic advertising and digital media. As a result, they turned to Digilant to partner on an e-learning solution to meet this need. Together, they developed Digilant University. The platform will be used to train their staff in Mexico, and keep them educated on new developments in the industry.

A self-guided, e-learning platform, Digilant University provides a robust digital marketing curriculum, comprised of several courses. This e-learning solution delivers its content in short and engaging videos, and includes a variety of testing options, along with course certifications. Overall, the platform is designed to provide an optimal e-learning solution for businesses. The custom solution designed for PepsiCo Mexico focuses primarily on an introduction to the programmatic market.



BUSINESS CHALLENGE

Create an engaging, interactive learning solution that can be used both to teach a complex topic (programmatic digital marketing) to learners and to be used as content marketing for Digilant.



THE SOLUTION

Utilizing a fresh look with animated characters and design elements, Digilant University provides a series of stackable modules with integrated assessments to create a just-in-time resource for learners, and an engaging set of video content for marketing and branding.



THE RESULTS

Digilant increased website traffic by 180% through the use of this campaign, as well as deepening their relationship with PepsiCo Mexico, and increasing their spend with Digilant by a factor of five.



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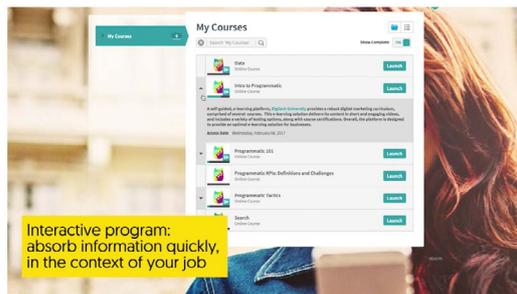
The Business Challenge

Our client, Digilant, was looking for new ways to add value to their customers through engaging content. That's how the concept of Digilant University was born. It enabled Digilant to share knowledge with customers, facilitate their entry into all things programmatic, and deepen their knowledge of digital marketing. And in the future it keeps the door open between Digilant and brands who want to keep current in a very fast moving field. CoreAxis will continue to work with Digilant to evolve the curriculum and incorporate new developments as they arise.

Programmatic digital marketing is a complex topic, and today's learners have limited time to absorb new information. With Digilant University, CoreAxis developed an interactive and engaging solution that enables learners to absorb information quickly, in the context of their jobs, in a way that is meaningful to them.

Our Strategic Approach

From the outset, Digilant University was envisioned using a science-based approach to create short, practical, engaging, and interactive modules that rolled up into stackable courses. This micro learning program is delivered through a cloud-based portal, providing access to learners on any device, and in any location in fully-responsive format. CoreAxis instructional designers collaborated closely with Digilant graphic artists to develop a visually attractive and engaging program that was designed to provide just-in-time learning experiences to Digilant's customers.



While the program was designed and developed to teach marketing professionals how to leverage the power of programmatic digital advertising, it also provided a rich source of high-impact content for Digilant to showcase expertise.



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How We Did It

In order to successfully execute on the dual objectives of creating both a learning program and content for a marketing campaign, Digilant University had to be skillfully designed to efficiently meet the needs of both audiences. To achieve this design challenge, CoreAxis created an innovative, self-guided, solution providing a robust digital marketing curriculum comprised of over fifty stackable modules, rolling up into seven core competencies. The program was designed as a series of short and engaging videos, and includes a variety of assessment options, both in the individual modules and at the end of each course. Overall, the platform was created to provide an optimal e-learning solution for businesses, while also providing bite-sized content used as part of a larger Digilant marketing campaign around the topic of 'Programmatic 101'.

The Results

Digilant's first goal in developing Digilant University was to engage PepsiCo Mexico. in a longer term relationship. Since engaging in this project PepsiCo Mexico. has also increased their media spend with Digilant by 5X. Digilant's sales team is using the online program to open doors for them with other big brands around the country such as NIKE.



As a secondary goal the content for Digilant University was also used as significant portion of Digilant's content marketing strategy for the end of 2016 and the beginning of 2017. Using Digilant University as a theme in banner ads, video, blog posts as well as a press release Digilant was able to increase their overall website traffic by 180% as well as driving 3x more qualified inbound leads from the time of the campaign launch.



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Leading with Learning Innovation

As with any collaboration, this project began with a shared vision of an innovative learning program to teach a complex, technical topic in the most elegant and impactful way possible. At the outset, there were three stakeholders in this collaboration. CoreAxis, as the consultant and subject matter experts on designing learning programs, Digilant, as the agency and subject matter expert in programmatic digital advertising, and PepsiCo Mexico, with the need to provide a best-in-class solution to their marketing team.

In approaching the design elements, we knew we wanted to craft the content in short, bite-sized learning modules, both because the science of learning supports this model of delivering just-in-time experiences to quickly provide technical training, and because this would produce the best content for Digilant's content marketing strategy.

As a digital marketing agency, Digilant had a comprehensive knowledgebase on the topic of programmatic digital marketing, as well as a library of images to illustrate key elements. Combining this data with CoreAxis' expertise in creating course outlines and storyboards, we were able to create a visually-engaging, highly-informative program that includes integrated assessments, to meet the needs of Pepsi, as well as a comprehensive collection of branded content for Digilant to use in their content marketing campaign.

[Digilant \(www.digilant.com\)](http://www.digilant.com)

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