

Why media agencies benefit from upskilling their clients' digital skills

What do our members stand to gain from helping their clients upskill in the area of digital? A lot, actually.

As part of the MFA submission to the ACCC Digital Advertising Services Inquiry, we outlined the important role media agencies play in educating advertisers to make informed choices in regards to digital advertising services.

Equipping advertisers with the skills they need to make better decisions benefits the entire industry, and our members can achieve that by passing on a 55 % discount for MFA Digital Foundations to their clients.

This year, 21 % of the MFA Digital Foundations Spring cohort consisted of marketers. To ensure they had every opportunity to pass, we offered pre-exam tutoring – helping achieve a 94 % pass rate among the marketers who sat the exams.

With the pass rate being 80 % or more, we think this is an outstanding result!

Participating marketers came from organisations including AMP, Bankwest, Commonwealth Bank, Coca-Cola, Destination NSW, Meat & Livestock Australia, Procter & Gamble, TK MAXX, Youi, Metcash, AVIS, COTY, KIA, Marley Spoon, Medibank, Stella Ant, Twinings and more.

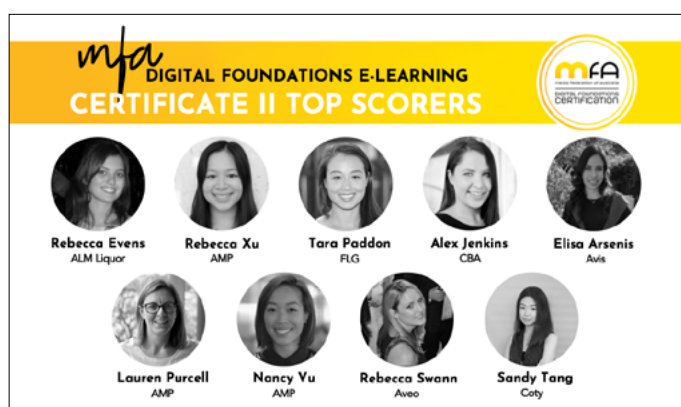
The feedback was unanimously positive, including the following perspectives from two senior marketers.

"I found the MFA Digital Foundations course perfect for new digital marketers and also those with more experience. Through time we tend to focus on certain channels or aspects of the digital ecosystem and through the course it brought me back to a full view with some great reminders. For my team of junior digital marketers it was like jumping on a rocketship - advancing their understanding and skills in a short period of time. I also appreciate the seriousness of the course via the proctored exam and high percentage required to pass. The certification is meaningful and is worth the time and effort in study."

Julie Williams, Senior Manager, Digital Marketing (Bank, Superannuation, Advice), AMP

"Have loved this course – the content is brilliant and packaged up very well. And most importantly, as a client I have been able to apply the knowledge in my work. So it has been immensely valuable. I have been raving about it to my team and colleagues and now several of them plan to undertake the 2022 course."

Natalie Lockwood, Vice President, Head of Marketing, Australia, New Zealand and South Pacific, Visa



An industry-recognised program created by digital experts, MFA Digital Foundations content is grounded in the real world and updated regularly to reflect changes in the media landscape. It sets a benchmark for what constitutes basic digital proficiency, ensuring a clear understanding of the digital landscape, including its language and terminology, the buying and trading models, and the evaluation and measurement methods of the key channels.