



General Assembly Enterprise

# Turn Your Marketers Into Digital Marketers

Equip marketers with digital skills your business needs to reach today's modern customer.

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OVERVIEW WHY GA? SOLUTIONS OUR APPROACH CLIENT STORIES STANDARDS BOARD WHAT WE THINK [Contact Us](#)

L'ORÉAL



verizon



## Marketing is Changing — and Fast

Reaching customers with the right message in the right channel has never been more complex. Amid this change, persistent skill gaps in marketing make it challenging to level-set teams and meet business needs. Companies must train marketers in analytics, automation, customer insights, and digital mindsets to capitalize on the latest technologies and win in the marketplace.



74%

Percentage of executives who believe marketing faces a major talent shortage.

Statistics source: The Economist Group, [Perpetual Evolution](#), 2019.

41%

Percentage of marketers who feel properly equipped for the digital age.

Statistics source: Kantar and the American Marketing Association, [Modern Marketing Learning for the Future](#).

34%

Amount digital-native marketers outscored nondigital-native marketers in GA's Certified Marketer assessment.

Statistics source: General Assembly, [The State of Skills: Marketing 2020](#).

# Top Marketing Organizations Choose General Assembly



## Industry-Validated Curriculum Informed by Business Leaders

Upskill employees with fresh, premium content that incorporates best practices and insights from industry leaders like the [Marketing Standards Board](#).



## A Data-Driven, Targeted Approach to Corporate Learning

Work with GA experts to benchmark skills and craft holistic marketing programs that target your business needs and transform employees' day-to-day work.



## Flexible, Best-in-Class Solutions Delivered at Scale

Train teams of all sizes anytime, anywhere while measuring impact at every stage of the learner's journey with proven engagement strategies.

## Innovative Solutions Built for Marketers

Develop digital mindsets, boost technical capabilities, and target core business goals with our industry-vetted assessments. The Certified Marketer Assessment + Learning Paths build foundational marketing skills across roles, help teams execute and measure campaigns, remove silos between departments, and more.

Our industry-leading assessment is online via our dynamic learning platform.



## Marketing Literacy

Benchmark and build digital literacy across marketing teams with industry-backed assessments and learning paths.

Certified Marketer Assessment  
**NEW**

Certified Marketer Learning Paths  
**NEW**

- Timed
- Online
- 1 Hour

Leverage an objective measure of marketing skill to test and benchmark talent and guide hiring and training decisions.

- Self-Paced
- Online
- Self-Paced

Give busy marketers access to self-paced skills training that pairs with assessments and builds fluency in critical areas.

## Download the Full Catalog

Get all the details about our flexible training solutions that can move your company forward.

Download our catalog for France [here](#).

\* Full Name

\* Company

\* Business Email

Phone Number

Job Level

Job Title

Download Now

By providing us with your email, you agree to the terms of our Privacy Policy and Terms of Service.

## Invest in Talent With Our Assessment-Led Approach

Your fastest path to deploying digital marketing skills into your business.



### Assess Your Marketing Population



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Leverage our Certified Marketer Assessment to understand the existing skill sets of your marketing team.



### Deploy Learning Paths

Post-assessment deploy the Certified Marketer Learning Paths, which are



### Deploy Learning Paths

Post-assessment deploy the Certified Marketer Learning Paths, which are personalized to the needs of each learner.



### Measure Uplift

Validate efficacy of the Certified Marketer Learning Paths.



### Measure Uplift

Validate efficacy of the Certified Marketer solutions by reassessing your marketers post-learning path.

## Client Stories

### Discover What Marketers Say About GA

To stay ahead in our hyperconnected world, marketing organizations must future-proof their workforce with investments in digital skills like audience segmentation, attribution, and programmatic advertising. We work with some of the world's largest brands — including over 40 of the Fortune 100 — to deliver personalized learning paths that provide hands-on experience and real-time feedback.



### Fortune 100 CPG Company Upskills Brand Builders Across Four Continents

A powerhouse Fortune 100 CPG Company wanted to build a more transparent and data-driven media supply chain — starting with its own marketers.

#### Challenge

Fortune 100 CPG Company needed digitally-savvy marketers who could run multi-channel campaigns and understand how media spend is purchased, evaluated, and optimized.

#### Solution

In partnership with GA, Fortune 100 CPG Company created a talent pipeline from its existing employee base by offering individuals flexible, multi-format training programs through its Performance Marketing Academy.

"To help us learn in this startup-like ecosystem...we also invested heavily in capability training. We brought in General Assembly, a company that teaches practical technology skills like data analytics and SEO so that we could continue to learn and have the skills to be more hands-on."

Vice President and General Manager

[Quote Source](#)

### L'Oréal Invests in Digital Skills to Boost Competitive Edge

#### L'ORÉAL®

Global retailer L'Oréal needed to accelerate eCommerce growth by building a company-wide vocabulary for the digital age.

#### Challenge

To remain competitive with digital-first startups, L'Oréal set out to generate significant revenue in its eCommerce channels, leverage data to personalize recommendations, and increase brand loyalty with customers.

#### Solution

L'Oréal partnered with GA to benchmark 7,000+ individuals worldwide with CM. To date, marketing and finance employees have completed 25,000+ hours of online training in digital marketing.

"With CM, we have a unique opportunity to develop a widely recognized marketing expertise standard. This is for us a powerful assessment and empowerment tool."

Jean-Claude Le Grand,  
Chief Human Resources Officer, L'Oréal

[Quote source: L'Oréal, L'Oréal and General Assembly Set New Standard to Measure Marketing Skills in the Digital Age.](#)



# Meet the Marketing Standards Board

Formed with CEOs, CMOs, and other top marketing executives at the world's leading companies, the Marketing Standards Board sets industry-backed benchmarks, facilitates hiring and career development, and defines excellence in the field.

Together with the Board, we built the Marketing Career Framework to explain key functions that are applicable across all industries, company sizes, and stages of the business lifecycle.

Google

L'ORÉAL

Booking.com

4's



**Andrew Stephen**  
L'Oréal Professor of Marketing and Associate Dean of Research - Said Business School, University of Oxford



**Benjamin Harrell**  
VP & Managing Director - Booking.com US



**Gail Horwood**  
Chief Experience Officer, U.S. Pharma - Novartis



**Geoffrey Sanders**  
Chief Marketing Officer - Firstleaf



**Joseph Thompson**  
Co-Founder/COO - KITS Eyewear  
Operating Partner - Hardy Capital



**Kristof Neirynck**  
CMO Global Brands at Walgreens  
Boots Alliance



**Marie Gulin-Merle**  
Vice President of Global Ads  
Marketing - Google



**Marla Kaplowitz**  
President and CEO - 4A's



**Matthew DelRe**  
Managing Director of Cross Product Solutions - Google



**Meg Sloan**  
Acting Chief Marketing Officer - One Finance  
Entrepreneur in Residence - Foundation Capital



**Philipp Markmann**  
Chief Marketing Officer, L'Oréal Group Western Europe - L'Oréal



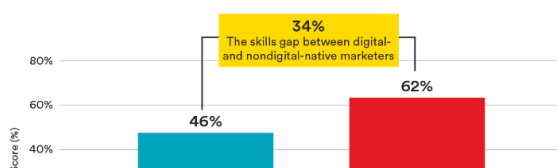
**Seth Rogin**  
Chief Executive Officer - Magnolia Media Partners

## Discover the Trends Transforming the Field

We collaborate with business leaders around the globe to produce fresh insights that address evolving consumer behaviors, disruptive technologies, and breakthrough ideas in marketing. From Big Data to automation, explore eye-opening findings on where the industry is headed, and how to prepare for what comes next.

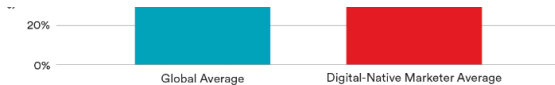


### CM1 Score By Group



### The State of Skills: Marketing 2020

Explore key takeaways from our analysis of 20,000+ Certified Marketer (CM) assessment results, and how companies can prepare talent for marketing in the digital age.



Nondigital-native marketers would need to lift their average score by 34% to perform on par with digital-native marketers. Source: General Assembly Certified Marketer Level 1 (CM1) assessment results.

**Read More**  
→

### Using Standards to Align Talent and Employers

Learn how CM — created in partnership with the Marketing Standards Board — is being used as a standard in the career development and hiring process.

**Read More**  
→

### Putting the Future of Work in a Global Context

Discover how six countries are using innovative skill-building programs and policy initiatives to overcome skill shortages in the age of automation.

**Read More**  
→

### Rethinking the Build vs. Buy Approach to Talent

Dive into case studies from industry leaders like Adobe and Bloomberg, including tried-and-true best practices for implementing upskilling and reskilling programs in your organization.

**Read More**  
→

Start building your marketing team's fluency in transformative digital skills, tools, and platforms.

**Contact Us**  
→

General Assembly is a pioneer in education and career transformation, specializing in today's most in-demand skills. The leading source for training, staffing, and career transitions, we foster a flourishing community of professionals pursuing careers they love.



Get exclusive news about upcoming programs, people and community events.

#### Company

About  
Locations  
Blog  
Careers

#### Community

Become an Instructor  
Veteran Resources  
Corporate Digital Training  
Fund a Scholarship