

TRAINING PROVIDER COMPARISON

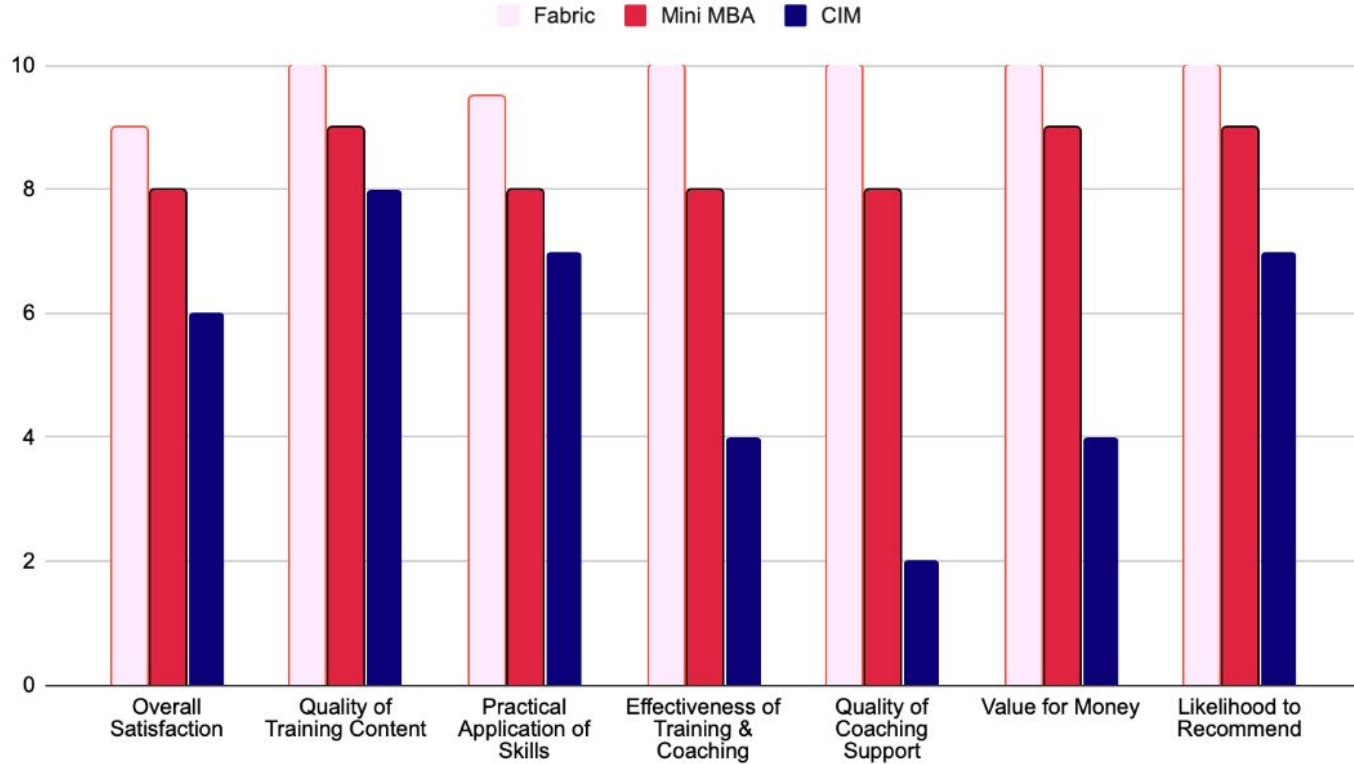
Maximising Marketing Impact

FABRIC

Where World-Class Marketers Develop & Grow

fabric-academy.com

TRAINING PROVIDER COMPARISON TABLE



*This data has been gathered from individuals who have completed training with both Fabric and another provider, ensuring an unbiased perspective.

COMPARISON: MINI MBA

Tangible Results with Fabric

Since switching to Fabric, teams have benefited from a unified framework that aligns marketing strategies across brands and teams. The enhanced reporting system has improved the tracking of metrics and the ability to celebrate successes.

Comparison of Outcomes

Fabric stands out for its personal touch, offering one-on-one coaching that fosters rapport and support, contrasting with the more scaled, online-only approach of the Mini MBA.

Distinctive Features of Fabric

Fabric offers a range of templates that help translate theory into practice, such as content plans, persona frameworks, and competitor analysis tools. These resources are immediately usable, making them invaluable for marketers. The Future Club is another standout feature, providing ongoing networking and knowledge-sharing opportunities.

“It’s [Fabric’s] so much more personable [than the Mini MBA]. You can build a rapport with a person, rather than everything done online at scale.”

Lindsay Hutchinson - William Smith

Recommendation

Fabric is highly recommended for marketing teams aiming to transform their operations and improve strategic alignment, with the added benefit of coaching support. The Mini MBA is also recommended, especially for its alumni app and video content access, but Fabric’s comprehensive platform and personalised coaching are seen as game-changers.

Additional Insights

Fabric is highly endorsed for marketing teams, with the belief that more formal training within the industry is essential. The personalised approach and practical tools offered by Fabric are praised, making it a valuable resource for any marketing professional.

COMPARISON: CIM

Tangible Results with Fabric

After switching to Fabric, teams have benefitted from the availability of training & coaching, which has helped learners apply their new knowledge to their actual work. This has been noted to have been significantly harder with CIM.

Comparison of Outcomes

The training provided by Fabric offers a more personalised and practical approach compared to the training received from CIM. Fabric coaching sessions are tailored to the individual's specific needs, allowing for a deeper understanding and direct application of concepts to real-world scenarios. This contrasts with the more standardised approach of CIM, where the focus is often on theoretical knowledge.

Distinctive Features of Fabric

One of Fabric's key advantages over CIM and other providers is its user-friendly online platform, which simplifies the user experience, combined with the personalised guidance offered through 1-1 coaching sessions, ensuring tailored support and a more effective learning journey.

"The availability of coaching has helped me apply my learnings to my actual work, which was significantly harder with CIM."



Jack Roberts - Jackson Hogg

Recommendation

Fabric is highly recommended for marketers who are focused on growing and excelling in their current roles. Fabric offers a unique, hands-on approach that's tailored to real-world applications, making it incredibly effective for those who want to deepen their expertise and immediately apply what they learn.

Additional Insights

Fabric emphasis on personalised coaching and practical application positions it as a valuable resource for marketers aiming to advance within their current roles. The ease of use of the online platform further enhances the learning experience, making continuous development more accessible and effective. While CIM offers strong international recognition, Fabric's approach is ideal for those prioritising immediate, role-specific growth.

	 <small>The Chartered Institute of Marketing</small>	 Mini MBA	FABRIC
Accredited	✓	✓	✓
Applicable to all roles	✓	✓	✓
Industry focused	✓	✓	✓
Remote & on-demand		✓	✓
Practitioner led			✓
Personalised feedback			✓
Practical application			✓
Bespoke group learning			✓

WHEN ALL OTHERS OFFER THE SAME - WE'RE PROUD TO BE DIFFERENT FROM THE REST

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