



## Case study: IFOCOP

IFOCOP promotes its training programs  
on Viadeo.

# A new deal for IFOCOP



Created in 1969, the IFOCOP group offers certified degree training programs as well as short training courses. IFOCOP trains close to 4,000 professionals every year.

IFOCOP recently started a new program of short training courses for job seekers and employees in the service industries.

Their challenge is now to promote these new programs to the appropriate audience.

With this goal in mind, IFOCOP turned to Viadeo for help in putting the message across to a qualified targeted audience.



# IFOCOP's objectives

**publishing**

its catalog

**reaching out**

to its target audience

**improving**

its recognition

## Viadeo solutions: course listings and a School Page



overview



training



discussions



Carte Blanche

# Course listings

## Promoting the catalog

The screenshot shows a Viadeo profile page for a course titled "Formation de IFOCOP : Déclarations sociales et fiscales". The page includes a navigation bar at the top with options like "Accueil", "Mon profil", "Mes contacts", "Entreprises", "Jobs & Formations", "Participer", "Messages", and "2228 visites". The main content area is divided into several sections:

- Détails de la formation:** A table with columns for "Type", "Niveau requis", "Formation dispensée en", "Rythme", "Dates de session", "Domaine", "Participants", "Durée", and "Coût".
- Programme de formation complet:** A list of topics including "Banque - Assurance - Comptabilité - Finance - Bourse", "employés gérant sans emploi", and "entrepreneur".
- Votre contact:** Information about Guillaume Ermennault, Webmarketeur, Social média manager, IFOCOP, with a "Lui écrire" button.
- Formations de IFOCOP:** A list of other courses such as "Opérations de trésorerie, TVA, Paie", "Sage comptabilité", "Sage gestion commerciale", "Word 2 : Fonctions avancées", and "Excel 2 : Fonctions avancées".
- Débouchés professionnels:** A list of job roles including "Gestionnaire de paie", "Assistant administratif du personnel", and "Responsable paie".
- Activez votre réseau:** A section indicating "132 contacts dans votre réseau sont diplômés de IFOCOP" with a grid of profile pictures.

IFOCOP selected Viadeo because of its recognition and for the potential of registered members on this network.

Many Viadeo members actively search for new positions or for continuous education training. IFOCOP might be able to offer them relevant courses.

IFOCOP chose to list its training courses on Viadeo and shared its catalog in the Business Education section.

Thanks to the administrative back office, IFOCOP can track visitors to its different programs and contact them if necessary.

# School Page



## Controlling its image

IFOCOP started a School Page to gain maximum visibility on Viadeo.






The School Page guarantees top results in search engine searches and gives IFOCOP a full corporate communications platform and a means to exchange with potential applicants.

IFOCOP can monitor visitors to its School Page and manage its followers.

Thanks to its Overview, Our Programs and Carte Blanche tabs, IFOCOP is in perfect control of the information it shares with its clients and prospects: contact, news, available courses, network.

# Efficient and friendly collaboration

**R** Here are the top 5 programs that match your criteria:

	Administration du personnel IFOCOP   Training program	5 days	Learning center/Customized
	Sage paie IFOCOP   Training program	7 days	Learning center/Customized
	Excel 1 : Fonctions de base IFOCOP   Training program	3 days	Learning center/Customized
	Fondamentaux de la comptabilité et écritures courantes IFOCOP   Training program	7 days	Learning center/Customized
	Word 1 : Fonctions de base IFOCOP   Training program	3 days	Learning center/Customized

[Previous step](#) [See more results](#)

*“ I’m very satisfied with the collaboration between IFOCOP and Viadeo.*

*The Viadeo Business Education team is energetic and proactive. They walked me through the entire setup of our School Page and our program listings. They always keep us informed of new Viadeo solutions to help us gain visibility.”*



**Françoise Dael**  
Marketing and Communications  
Manager

# Bottom line: more visibility and... revenue!

IFOCOP has gained recognition thanks to its strategy on Viadeo. The organization has become a reference in continuous business education.

The communications strategy implemented on Viadeo has allowed IFOCOP to find new students and increase its revenue.

*“ Viadeo is responsive on a daily basis whether I need help with my School Page or my program listings, or if I want to set up an emailing campaign.”*



**Françoise Dael**  
Marketing and Communications  
Manager

443

Viadeo members follow IFOCOP

169

Viadeo members exchange  
on IFOCOP's discussion group



dialogue  
&  
recognition

Source: Viadeo