



BREAKING THROUGH THE COMPETITIVE NOISE

BUSINESS CHALLENGE

The founder and co-owner of a mid-sized custom program development firm specializing in blended learning solutions wanted to get in front of new prospects and gain the attention of known prospects.

They were finding it difficult to break through the noise of their larger competitors.

What message and content would rise above the noise and grab the attention of potential prospects?

What channels would be most effective in reaching their target market?

MARKETING SOLUTION

Training Industry recommended **a series of turn-key thought leadership articles**. The articles were published on TrainingIndustry.com within the respective topic area, giving the company authority in that topic. Of more than 350,000 monthly visitors, the articles engaged those specifically interested in their topic.

Each article included an opportunity to download a PDF containing the key takeaways and actionable recommendations, further reinforcing the thought leadership and expertise of the authoring organization.

Prospects surfaced their interest by completing a form and downloading this additional information.

OUTCOMES AND METRICS



The publication of the initial articles resulted in **six RFPs**, with five **leading to new business**.

Company returned **\$50 for every dollar spent**.



The solution highlighted their strengths by positioning the organization within a topic area relevant to corporate training leaders.



Plus, their content will continue to be found on search engines, generate incremental leads, and provide long tail industry leader brand awareness.



Training Industry is the **most trusted** source of information on the business of learning. Our authority is built on deep ties with more than 450 expert contributors who share insights and actionable information with their peers. Training Industry's live events, articles, magazine, webinars, podcast, research and reports generate **more than 7.7 million industry interactions** each year, while our Top 20 Training Companies Lists help business leaders find the right training partners. After 15 years, our aim has not changed: to provide the information, professional development and resources needed to successfully manage the business of learning.