



FINDING THE RIGHT AUDIENCE FOR YOUR CONTENT

BUSINESS CHALLENGE

You've put in the work to create powerful content, but not enough decision-makers are seeing it.

The vice president of marketing for a provider of custom learning solutions was looking for a way to quickly grow the sales pipeline without taking on the burdensome task of new content creation.

Their existing e-book worked well to generate leads with their limited audience, but they quickly exhausted their reach.

How might they expose a new and larger audience to their work?

MARKETING SOLUTION

Training Industry recommended a simple series of email efforts. We worked with the client to define targets and craft a distinct message for each email.

Using Training Industry's more than **200,000 subscribers** and **350,000 monthly visitors**, the emails were targeted to prospects based on topical interest and intent-based behavior.

OUTCOMES AND METRICS

In the first 24 hours, the initial email delivered more leads than the entirety of their in-house campaigns.

Emails averaged more than

550 **HIGHLY QUALIFIED LEADS PER EFFORT**

quickly filling the organization's sales pipeline.

“ We found it hard to believe the results surpassed our own efforts the first day! Proving the value of associating our brand with Training Industry.”

- Vice President of Marketing



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.