

# HOW AN IT TRAINING ENTERPRISE LEVERAGED MULTI-CHANNEL CAMPAIGNS TO OPTIMIZE ROI



“It’s not until we collaborated with Lake B2B that we experienced exponential engagement with our multi-channel campaigns and uncovered some great hacks that drove results in the very first quarter. Kudos to the team & their easy-to-implement strategies.”

– Ronald Keith, VP Marketing



## CLIENT

The global IT training giant provides comprehensive training, assessments and certifications to improve the profession of software delivery world-wide. Their solutions and community of professional trainers, empower people and organizations to achieve Agility through Scrum by reducing gaps & increasing project efficiency.



## OBJECTIVES

To optimise reach, engagement & sales conversions through:

- Social campaigns
- Email campaigns
- SEO & Search ads
- Remarketing ads &
- Content Marketing
- Display Ads



## CHALLENGES

- The in-house marketing team followed the traditional sales-focused communication style as part of their campaign strategy.
- The focus was on the campaign frequency & costs incurred, rather than engagement & value.
- The campaigns were not pre-planned & structured efficiently.



## RESULTS

Achieved highest number of page likes

2nd highest number of leads ever with impressions being steady compared to previous quarters

Best Email Marketing Conversion – 14,522

Highest number of growth in followers

Average of 31% Open Rate in 5 email campaigns

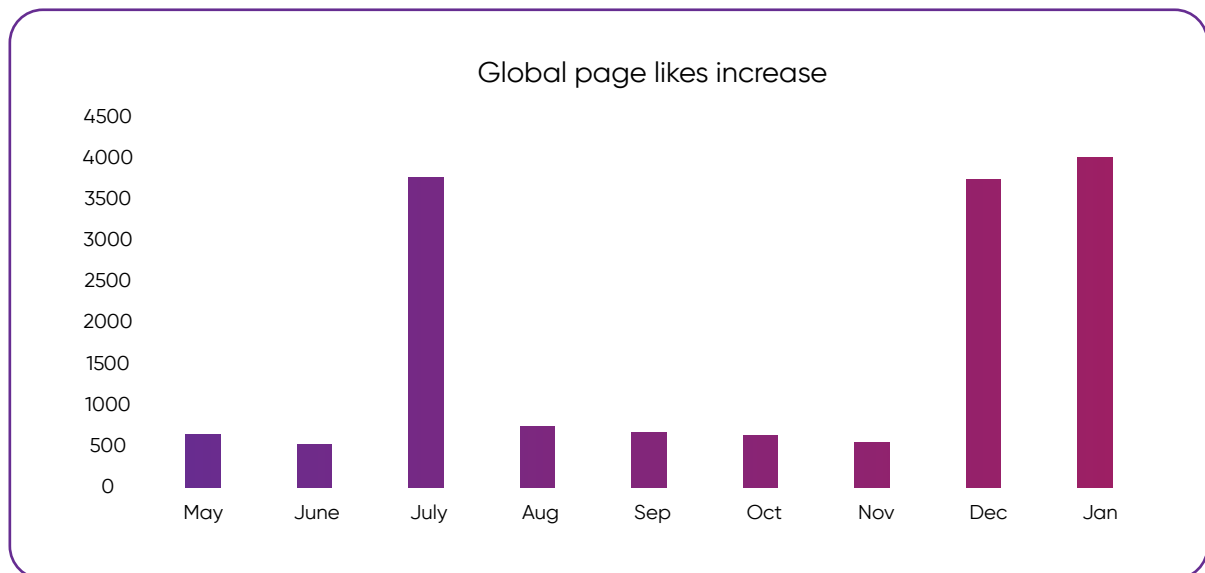
Highest percentage of campaign engagement ever

# Success Metrics

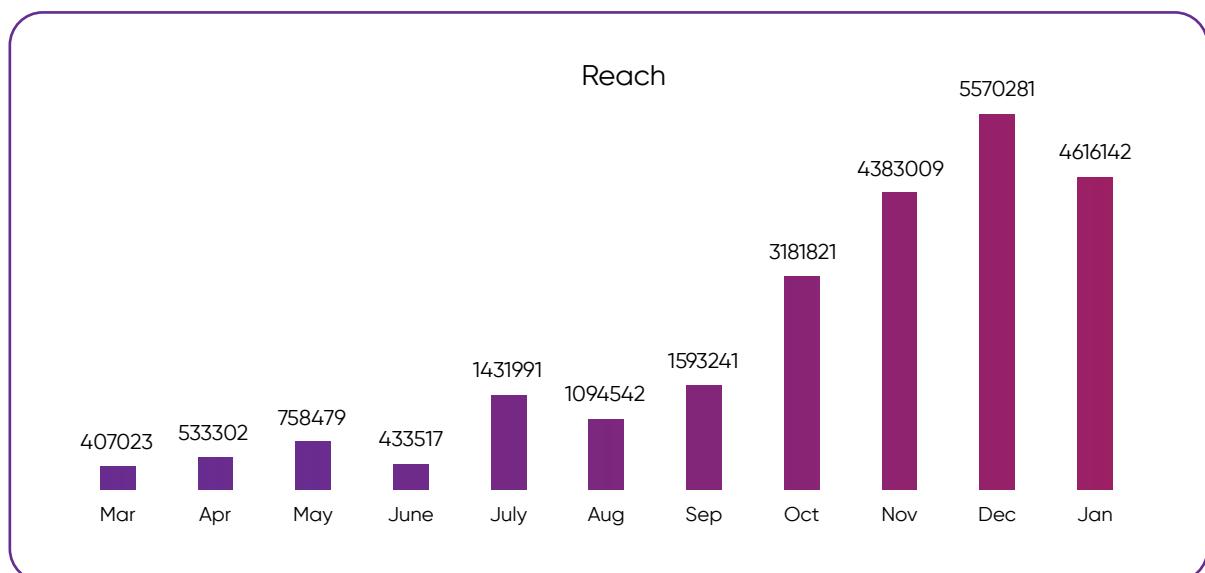
## Facebook Performance

Medium	Impressions	Clicks	Conversions	Amount Spent	CTR	CPC	CPL
Facebook Ads	279858	1589	136	\$957	0.56	\$0.60	\$7.03
Facebook Updates	21346	390	0	\$131.43	1.8	\$0.33	0
<b>Total</b>	<b>301204</b>	<b>1979</b>	<b>136</b>	<b>\$1,088.43</b>	<b>1.18</b>	<b>\$1.95</b>	<b>\$8</b>

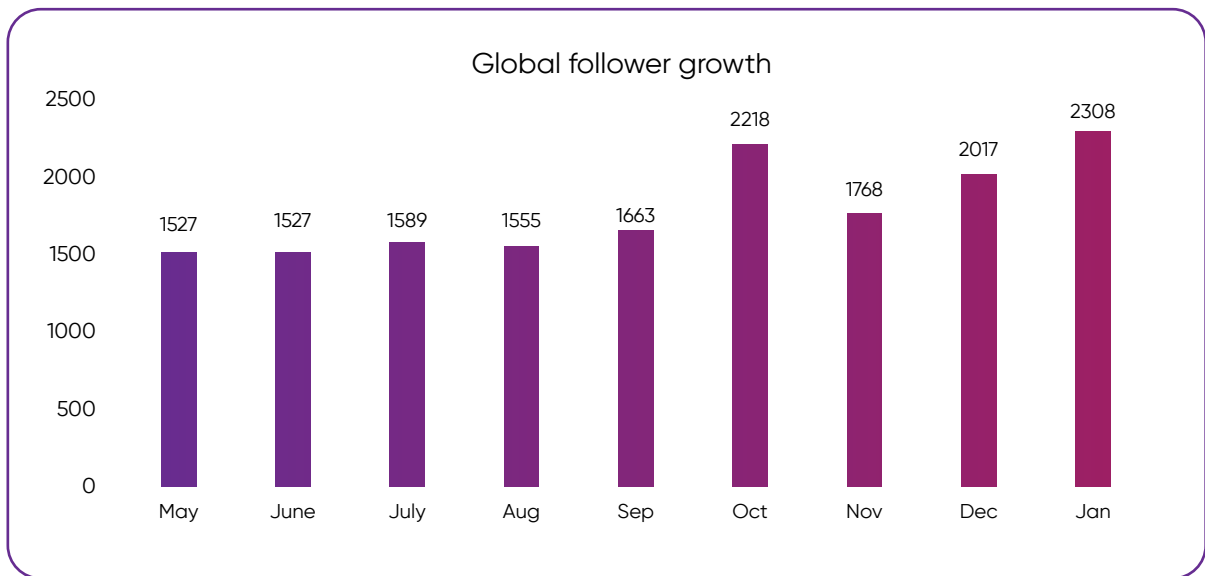
## Facebook Page Likes



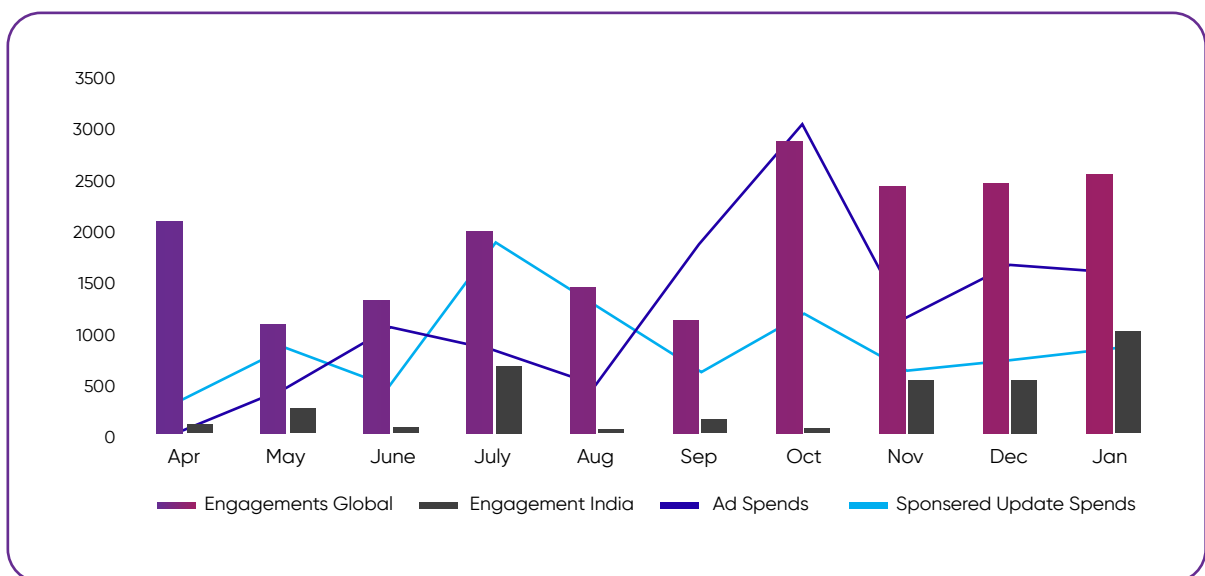
## Facebook Metrics – Global reach



## LINKEDIN Metrics Followers Growth - Global



## LINKEDIN Engagement



## LINKEDIN Performance

Medium	Impressions	Clicks	Conversions	Amount Spent	CTR	CPC	CPL
LinkedIn Ads	57928	415	5	\$646	0.71	\$1.55	\$129.2
LinkedIn Updates	24199	348	0	\$342	1.43	\$0.98	0
<b>Total</b>	<b>82127</b>	<b>763</b>	<b>5</b>	<b>\$988</b>	<b>1.07</b>	<b>\$1.26</b>	<b>\$197.6</b>



## EMAIL MARKETING REPORT

5 email touch points to 78,448 target audience from tech companies (5 Email Campaigns)

First email introducing the client, followed by 4 email campaigns about the Scrum Master certification program within a month which include:

- Real Time Tracking
- Full Contact information of opens and Clicks
- Spam Checker
- Landing Page creation and hosting
- Dedicate Campaign Manager to develop and execute the campaign
- A/B testing includes testing the subject line and time & date testing for superior campaign performance

Total Email Sent to  
**78,448** contacts

Number of campaign  
deployment – **5 times**

Overall email delivered  
to **74,525** Contacts

Avg. Delivery rate – **96%**

Overall bounces – **2,981**

Avg. Bounce Rate – **3.5%**

Avg Opened – **23,103**

Avg. Open Rate – **31%**

Avg. Clicks – **21,898**

Avg. Clickthrough  
Rate – **2.9%**

Total Conversion – **14,522**

Overall Conversion  
Rate – **19%**

Overall Email forward  
clicks – **15,983**

Email Sharing/  
Forwarding Rate – **21.4%**

List Growth Rate  
in one month – **35%**

# CAMPAIGN COLLATERALS



## Emailers



*Boost your career  
Ensure project efficiencies  
Drive organizational growth  
Take them on with Scrum*

[Learn how, download the whitepaper now!](#)

**Inside look at "The Truth about Scrum" whitepaper**

- > Understand what is Scrum
- > The way it works
- > How it improves organizational performance
- > How it can improve your productivity and project management knowledge

Scrum is an indispensable agile framework to maximize project efficiencies and boost productivity. The whitepaper will give you immense clarity on why you should adopt Scrum, how it functions at various levels, the key differences it has with other project management approaches, and why you should consider Scrum certification to boost your career.


Grab your copy now!

[Download the whitepaper now!](#)

**ABOUT**

is the largest, most established and influential professional membership and certification organization in the agile community. We have certified more than 750,000 practitioners worldwide. Our vision is to "Transform the World of Work" with a mission to guide and inspire individuals, leaders, and organizations with practices, principles, and values that create workplaces that are joyful, prosperous, and sustainable.





**7 free webinars for you to expand your knowledge about Agile and Scrum.**

*View these webinar to quickly know Scrum fundamentals, Agile leadership or cool learning resources.*

*Why wait? Watch them now.*

[I want to view the webinars](#)

are transforming software delivery processes like never before. Its value and principles are placing new emphasis on critical impact areas such as communication, collaboration, and a team's ability to be flexible & adaptable to changing business realities. Scrum with its simplicity has removed all uncertainty from delivery, helping teams to have a mind-set of continuous discovery and learning.


Both, are proven ways to build teams that are able to survive and flourish in any software product development environment.

The seven webinars are devised for you to get a holistic view of Scrum & Agile, and how you can leverage them for your success.

[I want to view the webinars](#)


**ABOUT**

Founded in 2001, is the largest, most established and influential professional membership and certification organization in the Agile community. Our nonprofit association has certified more than 750,000 practitioners worldwide. Our vision is to "Transform the World of Work" with a mission to guide and inspire individuals, leaders, and organizations with practices, principles, and values that create workplaces that are joyful, prosperous, and sustainable.









## Lead gen Landing Pages




### Certified ScrumMaster® (CSM®)

A Certified ScrumMaster® acts as a "servant leader" to help the rest of the Scrum Team work together and learn the Scrum framework. CSMs also protect the team from both internal and external distractions. Through the certification process, you will gain an understanding of the Agile mindset and the Scrum framework, including team roles, activities, and artifacts.

**Benefits of a Certified ScrumMaster certification**

-  **Expand your career opportunities** across all industry sectors adopting Agile practices.
-  **Enhance your awareness of agile best practices**
-  **Learn the foundation of Scrum and the scope of the role**
-  **Engage with Scrum practitioners** committed to continuous improvement

By additional to helping the rest of the Scrum Team, your CSM certification gives you a new career opportunity with Scrum Alliance®. Join local user groups and online social networks, gain access to deep discounts on Conferences, and more.



**Requirements**

The first step toward your CSM is to familiarize yourself with the [Scrum framework](#).

Then, attend an in-person, 16-hour (CSM) or an online (eCSM) course taught by a Certified Scrum Trainer® (CST®) where you'll get a comprehensive overview of how to organize and support a Scrum Team. After the course, you'll need to pass the CSM exam. After you pass the CSM exam and accept the License Agreement, complete your Scrum Alliance membership profile and enjoy the benefits of certification.

Ready to advance your career?

[Become a CSM today](#)

**Request more information**

Name

Email

Phone Number


Start Date  End Date

City

Message

I agree to be contacted over email





[GET ME MORE DETAILS](#)




### Certified Scrum Product Owner® (CSPO®)

The Certified Scrum Product Owner® certification is typically for those who are closest to the "business side" of projects. These professionals are expected to do the best possible job of satisfying all stakeholders. CSPOs maintain the product backlog and ensure that everyone knows the priorities.

**Benefits of a Certified Scrum Product Owner certification**

-  **Learn the foundation of Scrum and the scope of the role**
-  **Enhance your awareness of agile best practices**
-  **Expand your career opportunities** across all industry sectors adopting Agile practices
-  **Engage with Scrum practitioners** committed to continuous improvement

By additional to helping the rest of the Product Owner on a Scrum Team, your CSPO certification gives you a new career opportunity with Scrum Alliance®. Join local user groups and online social networks, gain access to deep discounts on Conferences, and more.



**Requirements**

The first step toward your CSPO is to familiarize yourself with the [Scrum framework](#).

Then, attend an in-person, 16-hour (CSPO) course taught by a Certified Scrum Trainer® (CST®). Topics include managing stakeholders, ROI, backlog grooming, creating effective user stories, acceptance criteria for user stories, and defining "Done".

Ready to advance your career?

[Become a CSPO today](#)

**Request more information**

Name

Email

Phone Number

Start Date  End Date

City

Message

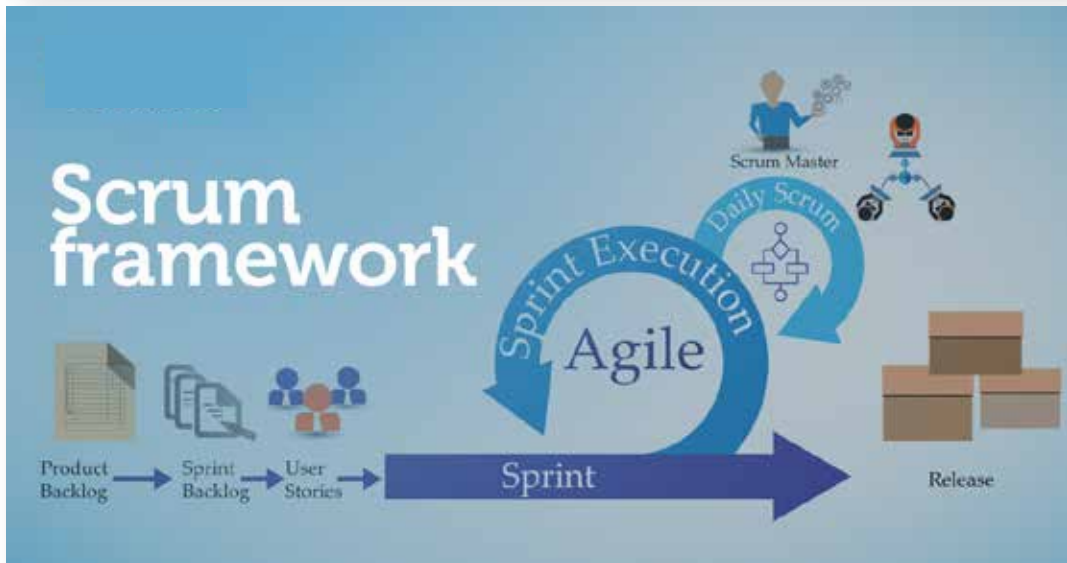
I agree to be contacted over email

[GET ME MORE DETAILS](#)

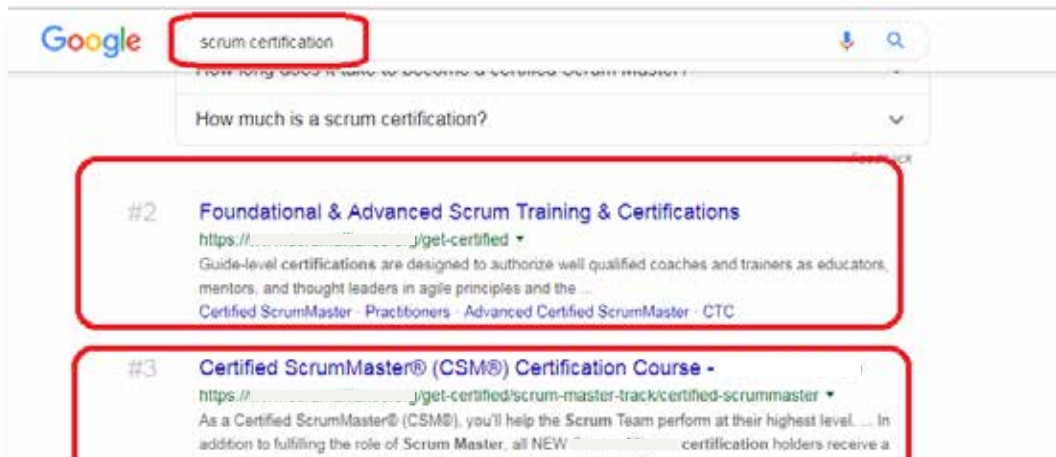
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## Social Ads



## SEO



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