



Leadgate
Online Marketing for IT

Reference case

Global Knowledge

How Leadgate Europe is
enriching Global Knowledge's
online marketing

Introductory

As a global IT training provider, how do you make sure you deepen your online marketing strategy? With that question, Global Knowledge approached the IT online marketing agency Leadgate Europe in 2017. Read on quickly to find out how the successful partnership came about and how Leadgate Europe has been enriching Global Knowledge's online marketing ever since.

Challenges

- IT trainings needs to be more findable in Google;
- No full insight into all online marketing data yet;
- Need for in-depth study on online marketing.

Solutions

- Organic and paid findability of IT training courses;
- Google Ads account reconfigured;
- Marketing automation deployed for upselling.

Results

- ✓ 55841 clicks
- ✓ 1391 leads
- ✓ €54,53 (cost per lead)
- ✓ Open rate of above 30%
- ✓ Click rate of 4,5%
- ✓ Custom Dashboard

About Global Knowledge

Market leader Global Knowledge equips organisations and employees with the right knowledge, with its motto: “Building skills to enable success”. Continuous learning, both online and in the classroom, is of great importance due to the speed at which today’s society evolves. We help IT professionals throughout the Netherlands get the right skills through training courses, certifications and assessments. And we don’t just think about hard IT, but also soft skills. Global Knowledge makes sure you are and stay successful.



What was Global Knowledge's online marketing challenge?

"We were looking for depth within our current online marketing strategy," says Global Knowledge marketing manager Benelux Bastiaan Preseun. "For example, we were already running Google Ads campaigns but there was room for improvement in the results. In our search for a suitable partner, we ended up at Leadgate Europe. With specialised IT knowledge as well as extensive online marketing expertise, they were exactly what we were looking for." Leadgate Europe is in daily contact with dozens of IT companies and therefore speaks the language of Global Knowledge.

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- Sjors, Founder & Director Europe at Leadgate Europe



“We immediately felt that we could do a lot for an international company like Global Knowledge because they offer IT training of different levels,” says Sjors Teeuwen, founder & director Europe at Leadgate Europe.

“With marketing automation, it is possible to enthuse trainees, who participate in a training at the entry level, for the follow-up training. We were in that way able to optimise the entire flow from reach to upselling.”.



Sjors Teeuwen

Founder & Director Europe at Leadgate Europe



Bastiaan Proseun

Marketing Manager Benelux at Global Knowledge

What contribution does Leadgate Europe make to Global Knowledge's online marketing?

Firstly, all online marketing data was made insightful. Conversations through the chat on the website, for example, were not yet measured via Google Tag Manager and tracked in Google Analytics. Next, Leadgate Europe created a custom marketing dashboard for full insight into the flow from reach to final conversion.



The next step was to make Global Knowledge's IT training courses findable through SEO and SEA. "One of the most successful Google Ads campaigns was a campaign for Global Knowledge's Microsoft curriculum. With that campaign, we provided more than 2,800 clicks to Global Knowledge's Microsoft training page. We also provided SEO advice for the new website and saw immediate improvement in organic results after the launch," says Teeuwen of Leadgate Europe. The final step was upselling through marketing automation.

Most Global Knowledge training courses have follow-up courses after a foundation-training. "The aim with this campaign was to get trainees from the first training, in this case PRINCE2, excited about the follow-up training," says Teeuwen. "For this, we set up a marketing automation workflow, which means that participants receive two follow-up emails from us after the training." If participants open one of the two emails, they receive another follow-up. "As a result, they will attend another training at Global Knowledge. After all, nobody ever really is done with learning," states Teeuwen.



What benefits is Global Knowledge experiencing from this collaboration?

“Leadgate Europe’s online marketing specialists are giving us the specialisation we were looking for.”

- Bastiaan Preseun, Marketing Manager Benelux at Global Knowledge



Bastiaan concludes: “Leadgate Europe’s online marketing specialists give us the specialistic level of knowledge we were looking for. Through Google Ads we achieve better results than before, the website is easy to find in Google and via marketing automation, course participants are triggered for the next training. In cooperation with Leadgate Europe, in the coming period we will focus on lead generation among HR managers who purchase courses for the entire team.”

What is your online marketing challenge?

Leadgate Europe is the data-driven online marketing agency with full focus on IT companies. Our team of marketing specialists have a background in IT and know how to combine this knowledge with successful marketing campaigns for your IT company.

Services offered by Leadgate are: Online Marketing Strategy, Online Advertising, Marketing Automation, Website Optimisation, Content Marketing, Social Selling Automation and Sales Development.

Have you been inspired by Sjors and Bastiaan's story and is your IT company also facing an online marketing challenge? Our online marketing strategists would be happy to get in touch with you to advise on this during a free consultation. Call us on [+31 10 268 1148](tel:+31102681148) or email info@leadgate.eu.



Contact us

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