

# Content Marketing & Thought Leadership for Global Leader in eLearning

**About:** The client is a leading learning and performance solutions provider based in India, offering L&D consulting and eLearning content development..

**Objective:** Set-up and run a content centric marketing program that would generate qualified leads while raising brand awareness and thought leadership. The client's long-term vision was to become the go-to L&D partner for large corporations and **Fortune 500 companies** by transforming their website into a **knowledge hub for L&D professionals**.

## Solution

- Adopted a data-driven marketing program with lead generation and thought leadership as primary objectives.
- Bootstrapped a full-funnel content program with SEO and CRO as key drivers.
- Established a governance and project management structure to ensure marketing strategy is aligned to business objectives.

## Outcomes



**850 - 1000** qualified global leads per year



**60,000 eBooks** downloaded



**25,000 webinar** attendees



Two **rebranding** exercises

*The company serves some of the world's largest organisations, including many of the **Fortune 500**, from over **24 countries** and covering **26 industry** verticals.*

*The client is now recognised as an industry thought leader and consistently appears in **global rankings**.*