



CASE STUDY

Taking conversational AI training to a global market

THE CLIENT

Based in Holland, CDI are world leaders in providing conversation design training for those professionals who are building AI assistants such as chatbots.

With the growth in the use of AI across all industries including finance, retail and utilities, organisations are now looking to the latest technology to deliver significant cost savings as well as improved customer services.

THE CHALLENGE

CDI's business had seen year on year growth in the number of students taking its courses but recognised that in order to take the business to the next level, it would need significant growth in the number of sales leads it attracted through exiting marketing activities.

It wanted a more global, corporate market, but faced a number of challenges including:

- Understanding what drove online sales from existing audiences
- How to attract more "enterprise level" enquiries with multiple sales opportunities
- How to convert enterprise sales leads into qualified sales leads
- Communicating the value of conversational AI to prospective c-suite buyers
- Improving engagement rates from existing communications
- Achieving higher ROI from all marketing channels including social, PPC, content, e-marketing and events

OUR APPROACH

Umbrella Comms was originally introduced to CDI by a sales development consultancy because of its broad range of marketing communications knowledge in fast moving technology related businesses. In addition, the team had worked extensively with HubSpot which CDI used as its marketing information system.

Following initial discovery workshops with CDI to better understand its services, customers, target personas, and the business potential, Umbrella undertook a comprehensive marketing audit for the business which included:

- A content audit and gap analysis to better understand how marketing met the needs of the sales pipeline.
- Reviewing and updating the HubSpot setup including how existing customers and prospects were communicated with.
- Bringing in expert support to update and manage PPC which was a significant part of its overall marketing cost.
- Ensuring social and content creation better met the needs of future sales objectives.
- Launching and managing a new course and updating sales processes accordingly.

Over the following 12 months Umbrella continued to refine and adjust how marketing communications worked for the business as well as support the overall business growth.



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THE RESULTS

With Umbrella's support CDI saw a significant boost in the results and return on investment in its marketing communications which included:

- 169% increase in contact form completions
- 150% increase in trial course subscriptions
- An additional 1000 unique prospects signing up for webinars.
- 1870 more LinkedIn followers
- 25% increase in click through rates on email communications
- 3209 new qualified contacts added to the prospect database.
- 26% annual increase in sales

HOW CAN WE HELP YOU?

If you would like to talk to the team at Umbrella we offer a free one hour consultancy session with our consultancy team. During the meeting we will discuss your future objectives and targets as well as what you are doing today.

Following the meeting we will outline the approach we think best fits with your business and objectives as well as some quick fix tactical marketing activities you can implement yourself.

To book an initial call back visit www.umbrellacomms.co.uk/pricing.

AT A GLANCE

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increase in enquiries

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qualified prospects

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increase in sales