

Case Study: ELT, Inc.



The Challenge

ELT is a SaaS e-learning provider that develops employee compliance content on topics such as workplace harassment. With over 2,000 clients and over 6 million people trained on their courses, they needed a way to drive more qualified leads and prioritize and process leads in the mid-stage of the sales funnel. As the new Vice President of Marketing at ELT, Ken Robinson knew that he wanted a Marketing Automation solution instead of the disconnected email, web, and analytics solutions they were using for different aspects of demand generation and other marketing operations.

Within 90 days of having a Marketing Automation solution, ELT had the solution installed and in production. Having been hired to share his deep knowledge around demand generation and Marketing Automation, Ken knew he needed to ramp up his team quickly and put them on the right road to rapid success and best practices. He chose the Pedowitz Group as his partner, both because he'd worked with the company before and because he knew the Pedowitz Group would act as an extension of his existing marketing team. Ken wanted best practices for both big-picture strategy and the tactical building of campaigns and workflows.

“The Pedowitz Group is just fantastic in that they are industry veterans and have walked in the moccasins of their clients and know how to get from ideation to results efficiently and cost-effectively.”

– Ken Robinson, Vice President of Marketing, ELT, Inc.

The Solution

ELT had the Pedowitz Group do an assessment of the existing campaigns and make a plan for next steps. The 3-month engagement started with a full day kick-off planning session, which included a cross-functional team of senior leaders, including sales and marketing. This kick-off was a planning session, aligning sales and marketing and ensuring agreement about definitions for a qualified lead, leads status values, campaign design, and lead scoring. This kick-off was the foundation for the entire engagement, and created a work plan for what would come next.

“No matter what we threw at the Pedowitz Group team, either ideation and strategy or tactical, the team had the resources to tackle it.”

– Ken Robinson

During the engagement, the ELT team worked with the Pedowitz Group team to develop more advanced scoring, campaign design and execution, all aligned with best practices. The team looked not only at the Marketing Automation platform, but also the CRM, ensuring alignment between the two, creating new fields to capture unique data, and making sure that the data followed the lead through to conversion in the CRM.



The Results

The Pedowitz Group provided ELT with a range of services from strategic to tactical, and with an important emphasis on reporting. Services included creating a communications subscription and preference center, testing models and campaigns, advanced lead scoring, and funnel optimization. As a result, Ken says his team is more agile and flexible, able to create, test, and be inventive about new nurturing programs and lead management.

To manage customer and prospect communications, ELT wanted more than just a simple subscribe/unsubscribe option, they wanted to allow contacts to choose what topics they received information about. By developing a preference center, ELT was able to decrease the number of simple opt outs, and ensure they deliver the right information to the right people. As Ken Robinson says, "it puts the power in the hands of the end user."

In addition, ELT wanted to explore both length of forms and progressive profiling. In fact, they test almost everything: subject lines, landing pages, form length, colors, and a bunch more. Ken Robinson provides an example: "We were working through a particular landing page design and it was really ugly. I fiddled with it a bit and it looked a bit better. Then we tested to see how each one did. It turned out to be a great idea. The ugly version won by 7 percentage points. We said, 'Ugly Betty wins. Let's use that.'" By including testing into the regular process of creating new campaigns, ELT has discovered how to gain higher conversion rates and improved open and click rates.

ELT now has 10 different nurture campaigns, and while there has been a 3-fold increase in number of emails, the unsubscribe rate has remained stable. This is because subscribers are receiving information they want to read. ELT delivers the right information to the right person at the right time.

After the basics, ELT and the Pedowitz Group focused on more robust dashboards and reports, measuring a number of metrics at each stage of the revenue funnel. They measure activity for prospects, marketing qualified leads, and sales qualified leads, and have a closed-loop communication process with each account executive. In the past, there was only a subjective way of assessing how each account executive was working with leads and following up. Now there is a way to measure how many marketing qualified leads each account executive received, what happened with them, and if they led to new business. They are also able to measure email

"One thing I really appreciate is that my team learned 'how to fish.' It's always easy to demonstrate a concept and have someone say 'yeah, I get it' but then can't do it when it's time for them to implement. The Pedowitz Group team showed us how to do it, and next time they had my team do it and look over their shoulders. My team is beyond dangerous with the application—in a good way!"

– Ken Robinson



performance by representative and show opportunities created as a result of those campaigns. “In March,” says Ken, “it was based on gut and perception. Now it’s based on quantifiable metrics.” Now that the data is trustworthy, the rest of the company sees the entire marketing organization as more trustworthy, more responsive, and more necessary to the company as a whole.

Lessons Learned

- Optimization and streamlining from the users perspective is key. Don’t have too many clicks for the user!
- By collecting metrics and having accurate reports, ELT can assess the ROI on different marketing initiatives and adjust their spend accordingly, driving even higher ROI.
- **Test and measure everything: what you don’t know, you can’t improve.**

More recently, ELT has started rolling out more Marketing Automation tools to the Sales organization. By selecting a pilot group, they were able to test results, optimize, and re-test. Working closely with this sales group, marketing was able to bridge the relationship and work cooperatively with the sales team. ELT then started a second pilot, with another sales group, so they can assure that the tools work for the entire sales organization. The partnership between sales and marketing has become so strong that one of the senior account executives, a member of the first pilot, has strongly endorsed the tool in meetings, saying how well it works and how it helps her in her day-to-day efforts to reach her sales goals. “I knew we had cracked the code,” said Ken, “when she went on for a few minutes about how helpful the tool had been and how she was using it to drive her book of business. She gave a top-notch verbal testimonial.” In addition, the pilot teams have created a bit of a buzz among the other sales executives, who are now asking when they can participate. Now sales wants to work cooperatively with marketing, as partners in driving more business.

ELT continues to work with the Pedowitz Group to optimize pay-per-click landing pages, search metrics, and create an advanced nurture flow campaign so subscribers don’t receive too many emails in a short timeframe.

Key Benefits

- “We can get accurate metrics instantly. This gives us credibility with the board and the rest of the executive team. Accurate data drives credibility.” – Ken Robinson
- Almost 3x increase in number of Marketing Qualified Leads, quarter over quarter
- 38% increase in Sales Qualified Leads in the first 3 months of implementing Marketing Automation, compared to same period in previous year, resulting in \$600,000 pipeline growth.
- **41% increase in closed won business compared to same period in previous year, resulting in \$500,000 in new business.**



About ELT

Established in 1997, ELT provides online training solutions to help employers manage their most important workplace compliance challenges, including sexual harassment training, ethics training, code of conduct training, whistleblowing and retaliation training, anti-corruption training, EEO training, diversity training, union awareness training, and wage and hour training. ELT's state-of-the-art programs have been used by more than **5,000,000+ learners** in 2,000+ leading organizations across the globe. Visit www.elt.com.

About The Pedowitz Group – Connecting Marketing to Revenue™

The Pedowitz Group (TPG) is the world's largest full-service revenue marketing agency and recently earned the #12 spot on the Atlanta Business Chronicle's Top 50 List of Fastest Growing Private Companies. Through a focus on marketing and sales automation solutions, TPG helps global clients execute demand generation strategies that generate repeatable, predictable and sustainable top-line revenue results. Services include strategy, system selection, implementation, creative and outsourced demand generation for such industry leaders as Comcast, Deutsche Bank and Palace Sports and Entertainment. For more information on how TPG helps clients become successful Revenue Marketers®, visit www.pedowitzgroup.com or revenuemarketer.com.