BetterWork Media Group
Better workplaces, better lives.

Case Study

High-Impact Integrated Campaign with Custom Webinar Series

Contact:
Emma Gaquin
Class Technologies Inc.
Senior Manager, Corporate Marketing & Demand Generation

Website:
class.com

Industry:
E-Learning; Videoconferencing; EdTech; IT

Employee Count:
100-250

class technologies inc.

About Class Technologies Inc.
Class is software developed by Class Technologies Inc., a company founded by education software pioneer Michael Chasen. Class adds teaching and learning tools to Zoom and makes the virtual classroom feel like a real classroom. It helps instructors take attendance, hand out assignments, give a quiz or test, grade work, proctor exams, talk one-on-one with a learner and more. Class is headquartered in Washington, D.C., with staff around the world. Schedule a demo at class.com and follow us on Instagram and Twitter at @WeAreClassTech.

Class partnered with BetterWork Media Group (BMG) to connect with learning and development and HR professionals who are director level and above.

"It was an extremely collaborative experience working with BetterWork Media Group that led to positive pipeline generation and business outcomes for us."

- Emma Gaquin, Senior Manager, Corporate Marketing and Demand Generation

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"Last year we were a small and scrappy team on the corporate side of the house. I was looking to work with teams that could be supportive and knew the market. The content and thought leadership BMG offered really stood out to me. The webinars really spoke to us, and them offering to source speakers for us made us feel like we had a true arm extension of the house. I felt like I was getting some true support in planning and execution."

Strategy Goals Results

Class Technologies set out to connect with valued vendors in the corporate learning space in an effort to better connect with learning and development and HR professionals who are director level and above. Emma's personal responsibility was filling out their internal calendar, and knowing webinars performed well for them with their target audience, they decided to purchase four Gold integrated media packages packages from both of BMG's industry-leading brands, Chief Learning Officer (2) and Talent Management (2), including four one-hour webinars focused on the theme, "The Future-Focused Organization," eblasts, newsletters, a microsite and other supportive marketing components to ensure a holistic approach in brand awareness, thought leadership and lead generation. The campaign took place in September and October 2021.

The Final Results

27 opportunities produced

opportunities opportunities opportunities opportunities

$77K pipeline generated with CLO

$146K pipeline generated with TM

In the end, the majority of Class Technologies' tactics with BetterWork Media Group were executed during the end of 2021 in Q3 and Q4. They were completed in a short amount of time, with Class Technologies stating they were happy because they felt they were hitting a lot of the right audience. The great success of their 2021 integrated media package encouraged them to quickly purchase another for 2022.

Contact us TODAY for more info:

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