

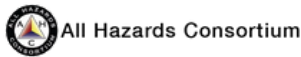


Case Study Subject Matter Expert (SME) Courses

Online Course as Lead Generation Strategy

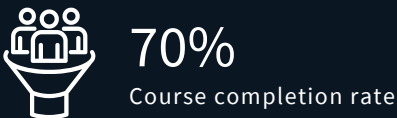
At a glance

The All Hazards Consortium (AHC) is a non-profit organization that brings together public and private sector stakeholders to address and mitigate all hazards facing communities across the United States.



Key Metrics

Our success with AHC demonstrates the power of online marketing for small businesses seeking to expand their online presence. A tailored strategy highlighting brand personality & values attracts new followers, increases engagement & drives revenue.



CHALLENGES

AHC coordinates public and private resources to enhance the nation's hazard response. Amid the COVID-19 pandemic, AHC recognized the need for seamless transitions for new team members, especially when it comes to leadership roles in crisis management. **They faced challenges such as limited resources, technical difficulties, and limited participants due to the ongoing pandemic and competition from other virtual events.**

SOLUTIONS

The AHC overcame limited resources and technical difficulties in their virtual event by partnering with other organizations, collaborating with subject matter experts, and implementing robust marketing strategies.



Strategic Partnerships



Collaborative Planning



Robust Marketing & Support

BENEFITS

- Increased Lead Generation and Engagement**
Leverage Industry Expertise to Create Valuable Resource: **245% increase in client conversions and 70% completion rate** indicates the courses are found informative and engaging.
- Comprehensive and High-Quality Course Content**
Collaborative Planning & Strategic Partnerships: **Leveraging expertise and resources from multiple sources to create valuable content** that supports the sales process.
- A Valuable Resource for Prospects & Clients**
Online Course as Lead Generation Strategy: **Integral part of AHC's lead generation strategy and valuable resource** can move closer to making a purchasing decision.



At the end of the day, the ultimate goal of online brand marketing is to drive revenue for your organization.

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