

HOW AN IT TRAINING ENTERPRISE LEVERAGED MULTI-CHANNEL CAMPAIGNS TO OPTIMIZE ROI



"It's not until we collaborated with Span Global Services that we experienced exponential engagement with our multi-channel campaigns and uncovered some great hacks that drove results in the very first quarter. Kudos to the team & their easy-to-implement strategies."

- Ronald Keith, VP Marketing

CLIENT

The global IT training giant provides comprehensive training, assessments and certifications to improve the profession of software delivery world-wide. Their solutions and community of professional trainers, empower people and organizations to achieve Agility through Scrum by reducing gaps & increasing project efficiency.



OBJECTIVES

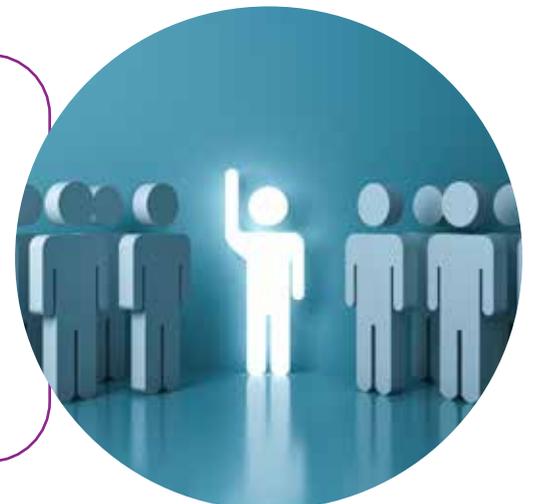
To optimise reach, engagement & sales conversions in EU Countries through:

- ◆ Social campaigns
- ◆ Email campaigns
- ◆ SEO & Search ads
- ◆ Remarketing ads
- ◆ Content Marketing
- ◆ Display Ads



CHALLENGES

- ◆ The in-house marketing team followed the traditional sales-focused communication style as part of their campaign strategy.
- ◆ The focus was on the campaign frequency & costs incurred, rather than engagement & values in focused countries of European region.
- ◆ The campaigns were not pre-planned & structured efficiently.



RESULTS



Achieved highest number of page likes from France, Germany, Spain and Sweden

2nd highest number of leads ever with impressions being steady compared to previous quarters

Best performance with 136 conversions in a month

550 followers growth in LinkedIn

Click to open rate with email campaigns at a whopping 83%

Growth in percentage of campaign Engagement in compare to their previous quarter

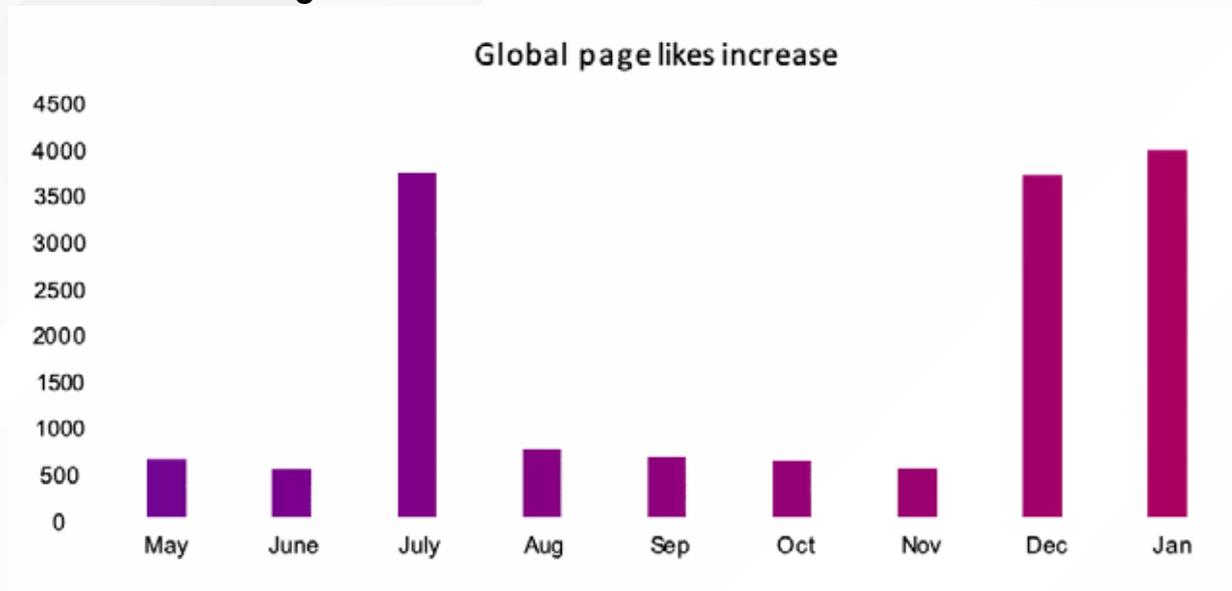


Success Metrics

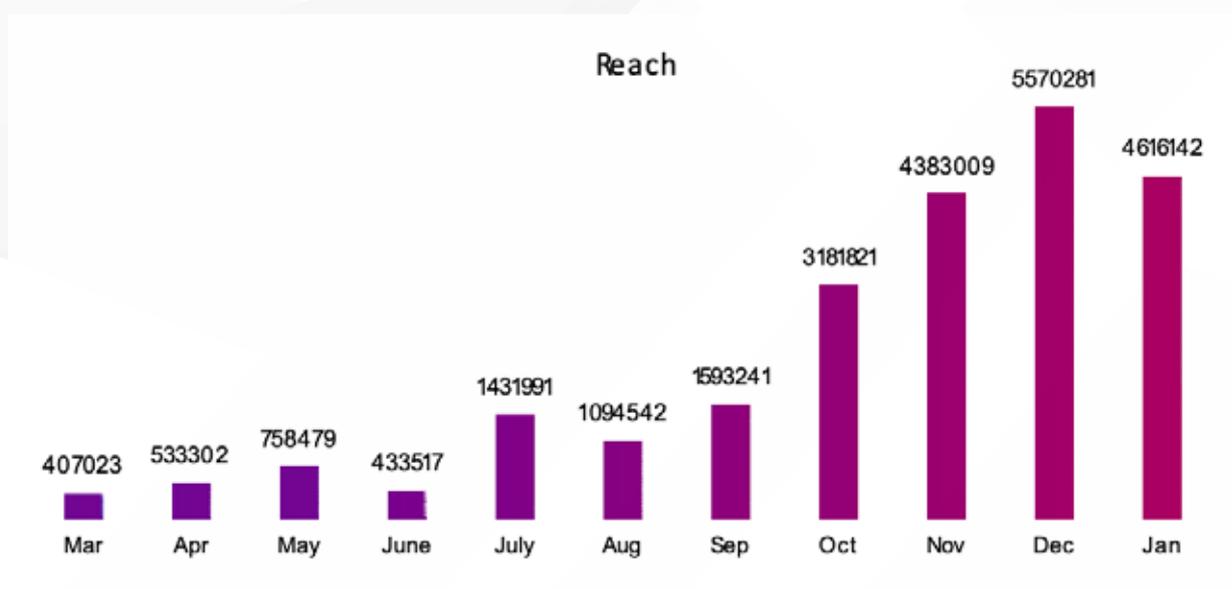
Facebook Performance

Medium	Impressions	Clicks	Conversions	Amount Spent	CTR	CPC	CPL
Facebook Ads	279858	1589	136	\$957	0.56	\$0.60	\$7.03
Facebook Update	21346	390	0	\$131.43	1.8	\$0.33	0
Total	301204	1979	136	\$1,088.43	1.18	\$1.95	\$8

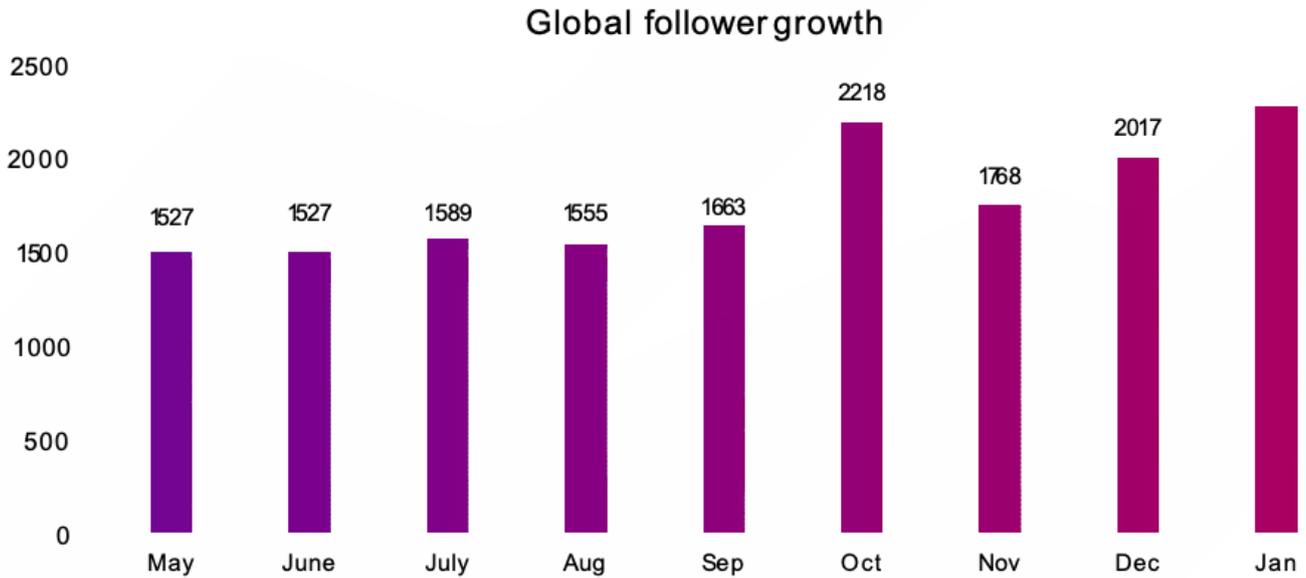
Facebook Page Likes



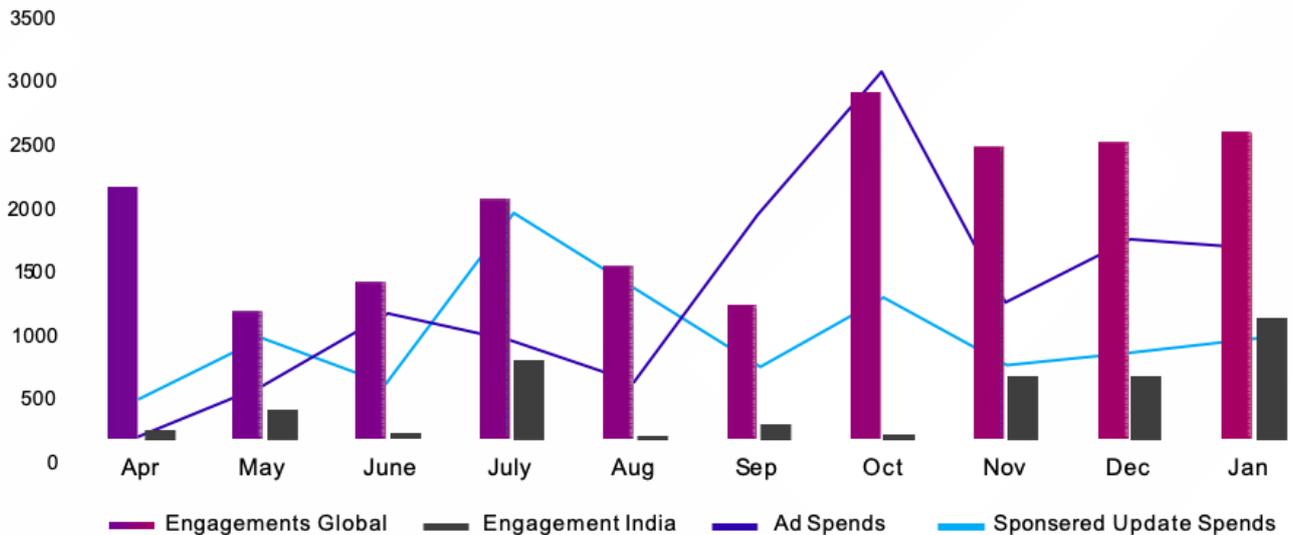
Facebook Page Likes



LINKEDIN Metrics Followers Growth - Global



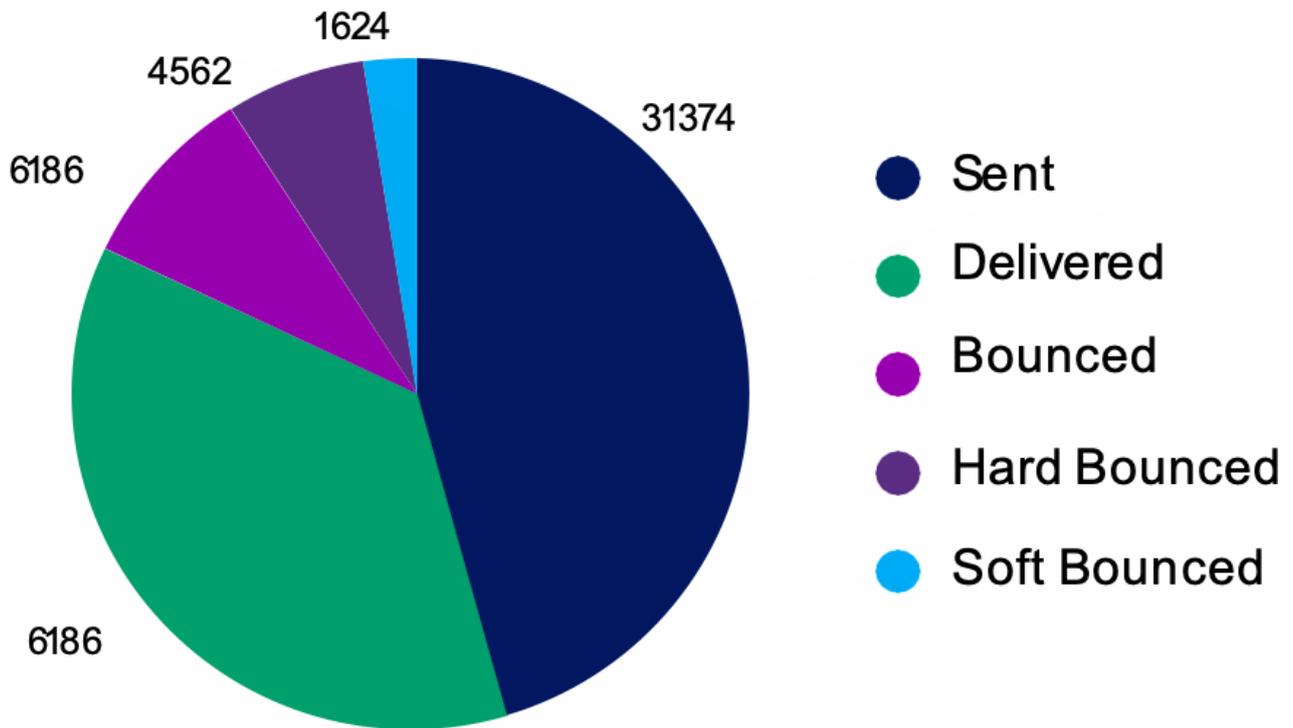
LINKEDIN Engagement



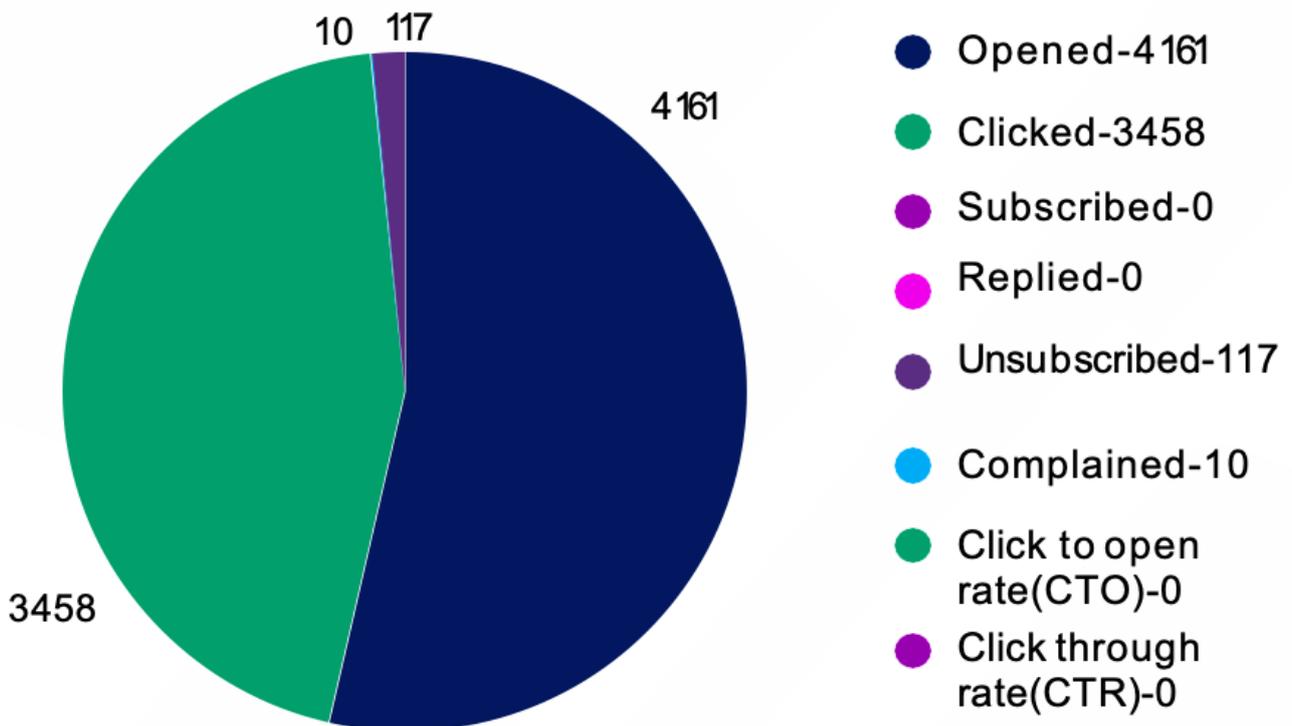
LINKEDIN Performance

Medium	Impressions	Clicks	Conversions	Amount Spent	CTR	CPC	CPL
LinkedIn Ads	57928	415	5	\$646	0.71	\$1.55	\$129.2
LinkedIn Updates	24199	348	0	\$342	1.43	\$0.98	0
Total	82127	763	5	\$988	1.07	\$1.26	\$197.6

Email Marketing Campaign Performance – Delivery Report



Email Marketing Campaign Performance – Delivery Report



CAMPAIGN COLLATERALS

Emailers



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Transforming the World of Work

Boost your career
Ensure project efficiencies
Drive organizational growth
Take them on with Scrum

Learn how, download the whitepaper now! 

Inside look at
"The Truth about Scrum"
whitepaper

- Understand what is Scrum
- The way it works
- How it improves organizational performance
- How it can improve your productivity and project management knowledge

- Scrum is an indispensable agile framework to maximize project efficiencies and boost productivity.
- The whitepaper will give you immense clarity on why you should adopt Scrum, how it functions at various levels, the key differences it has with other project management approaches, and why you should consider Scrum certification to boost your career.

Grab your copy now!

Download the whitepaper now! 

ABOUT SCRUM ALLIANCE

Scrum Alliance® is the largest, most established and influential professional membership and certification organization in the agile community. We have certified more than 750,000 practitioners worldwide. Our vision is to "Transform the World of Work" with a mission to guide and inspire individuals, leaders, and organizations with practices, principles, and values that create workplaces that are joyful, prosperous, and sustainable.



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Transforming the World of Work

7 free webinars for you to expand your
knowledge about Agile and Scrum.

View these webinar to quickly know Scrum fundamentals, Agile leadership or cool learning resources.

Why wait? Watch them now.

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Scrum and Agile are transforming software delivery processes like never before. Its value and principles are placing new emphasis on critical impact areas such as communication, collaboration, and a team's ability to be flexible & adaptable to changing business realities.

Scrum with its simplicity has removed all uncertainty from delivery, helping teams to have a mind-set of continuous discovery and learning.

Both, Scrum and Agile are proven ways to build teams that are able to survive and flourish in any software product development environment.

The seven webinars are devised for you to get a holistic view of Scrum & Agile, and how you can leverage them for your success.

I want to view the webinars 

ABOUT SCRUM ALLIANCE

Founded in 2001, Scrum Alliance® is the largest, most established and influential professional membership and certification organization in the Agile community. Our nonprofit association has certified more than 750,000 practitioners worldwide. Our vision is to "Transform the World of Work" with a mission to guide and inspire individuals, leaders, and organizations with practices, principles, and values that create workplaces that are joyful, prosperous, and sustainable.



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Lead gen Landing Pages



Certified ScrumMaster® (CSM®)

A Certified ScrumMaster® acts as a "servant leader" to help the rest of the Scrum Team work together and learn the Scrum framework. CSMs also protect the team from both internal and external distractions. Through the certification process, you will gain an understanding of the Agile mindset and the Scrum framework, including team roles, activities, and artifacts.

Benefits of a Certified ScrumMaster certification:

-  **Expand your career opportunities**
Access all industry sector accounting opportunities.
-  **Expand your knowledge of the Scrum framework**
-  **Learn the foundation of Scrum and the role of the role**
-  **Engage with Scrum practices worldwide to continue to improve**

In addition to fulfilling the role of ScrumMaster, your CSM certification gives you a free year of membership with Scrum Alliance®. Join local user groups and online social networks, gain access to deep discounts on Gatherings, and more.



Requirements
The first step toward your CSM is to familiarize yourself with the [Scrum framework](#).

Then, attend an in-person, 3-day (16 hour) CSM course taught by a Certified Scrum Trainer® (CST®) where you'll get a comprehensive overview of how to organize and support a Scrum Team. After this course, you'll need to pass the CSM exam. After you pass the CSM exam and accept the License Agreement, complete your Scrum Alliance membership profile and enter the details of your course.

Ready to advance your career?

[Become a CSM today](#)

Request more information

Name:

Work Email:

Phone Number:

Start Date: & End Date:

City:

Message:

I agree to be contacted over email

GET ME MORE DETAILS



Certified Scrum Product Owner® (CSPO®)

The Certified Scrum Product Owner® certification is typically for those who are closely tied to the "business side" of projects. These professionals are expected to do the best possible job of satisfying all stakeholders. CSPOs maintain the product backlog and ensure that everyone knows the priorities.

Benefits of a Certified Scrum Product Owner certification:

-  **Learn the foundation of Scrum and the role of the role**
-  **Expand your ability to gain use of your Scrum knowledge**
-  **Expand your career opportunities across all industry sectors within high profiles**
-  **Engage with Scrum practices worldwide to continue to improve**

In addition to fulfilling the role of Product Owner on a Scrum Team, your CSPO certification gives you a free year of membership with Scrum Alliance®. Join local user groups and online social networks, gain access to deep discounts on Gatherings, and more.



Requirements
The first step toward your CSPO is to familiarize yourself with the [Scrum framework](#).

Then, attend an in-person, 3-day (16 hour) CSPO course taught by a Certified Scrum Trainer® (CST®). Topics include managing stakeholders, PBI, backlog grooming, creating effective user stories, acceptance criteria for user stories, and defining "Done".

Ready to advance your career?

[Become a CSPO today](#)

Request more information

Name:

Work Email:

Phone Number:

Start Date: & End Date:

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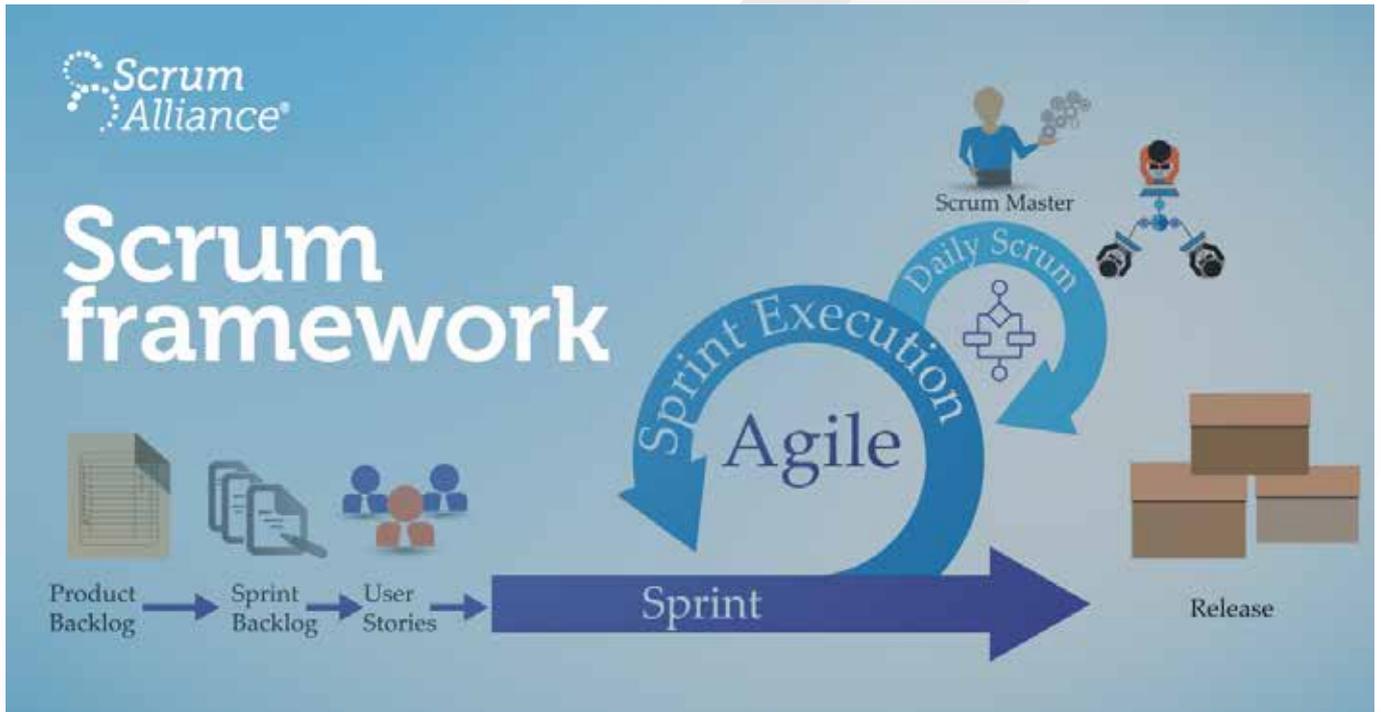
GET ME MORE DETAILS

Social Ads

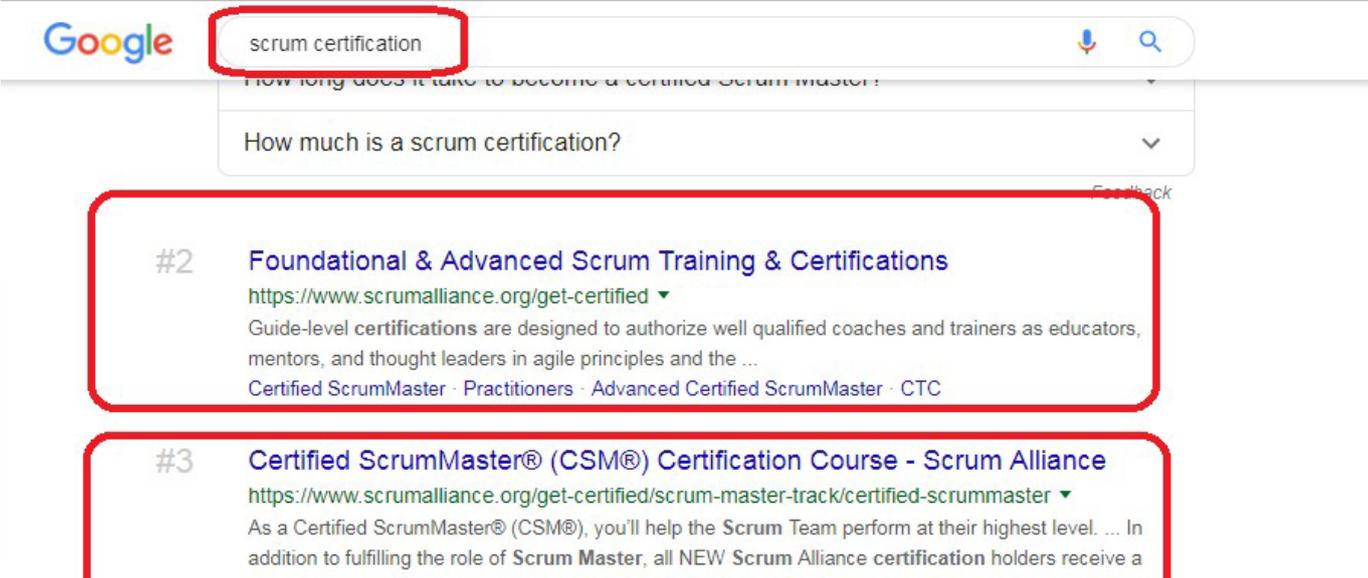




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SEO 



The screenshot shows a Google search for "scrum certification". The search bar contains the text "scrum certification". Below the search bar, there are two search suggestions: "How long does it take to become a certified scrum master?" and "How much is a scrum certification?". The search results are as follows:

- #2 Foundational & Advanced Scrum Training & Certifications**
<https://www.scrumalliance.org/get-certified>
 Guide-level certifications are designed to authorize well qualified coaches and trainers as educators, mentors, and thought leaders in agile principles and the ...
 Certified ScrumMaster · Practitioners · Advanced Certified ScrumMaster · CTC
- #3 Certified ScrumMaster® (CSM®) Certification Course - Scrum Alliance**
<https://www.scrumalliance.org/get-certified/scrums-master-track/certified-scrummaster>
 As a Certified ScrumMaster® (CSM®), you'll help the Scrum Team perform at their highest level. ... In addition to fulfilling the role of Scrum Master, all NEW Scrum Alliance certification holders receive a



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