

# WHY MARKETING TRAINING MATTERS:

How 3C Institute Used MarketingProfs  
Training Courses to Increase  
Brand Awareness, Brand Health, and Conversions



## ABOUT 3C Institute

3C Institute is an award-winning research and development company that creates evidence-based programs and web-based applications to promote health and well being for people around the world. 3C Institute accelerates the transition of research into practice so more people benefit from programs that work.



## THE Challenge

For 3C Institute's Director of Communications and Marketing, Lauren Holder Raab, MarketingProfs is her trusted, go-to resource for all things marketing. When she was tasked with marketing the company (beyond word-of-mouth), she knew where to turn for help.

Lauren wasn't overly familiar with developing an entire business case and mission statement around content marketing, and she was unsure of which specific data points would be the most helpful in her analysis. Luckily, *High Performance Content Marketing* was not her average crash course.



## THE Results

After Lauren's experience with *High Performance Content Marketing*, 3C Institute redesigned their website based on what she had learned in the course and performed a three-month comparison pre- and post-launch. They saw significant increases in engagement levels, and they now focus their metrics on measuring three main categories recommended in the program: brand awareness, brand health, and conversions.

### Brand Awareness

There is a clear increase in people finding 3C Institute through search and contacting them because they are now consistently ranking in the top 5 for "child online data collection"—sometimes as the first result—and that's gotten the attention of the C-suite.

### Brand Health

**17.3%** | increase in time on site  
**4.1%** | increase in pages viewed per session  
**10.6%** | increase in returning visitors  
**12.3%** | drop in bounce rate

### Conversions

"The sales team is able to use the website to enable their sales process now. "I love the website. I use it all the time. I refer clients to the case studies a lot. They often say on calls that they checked out our website and see that we do great stuff. It seems they have more clarity on what we do with the new site."

– Adrian Mack, Director of Business Development, 3C Institute



## HOW DID THEY SEE SUCH POSITIVE RESULTS IN JUST THREE MONTHS?



### THE Process

Lauren also appreciated the fun and helpful extras that MarketingProfs included to add that personal touch, such as the Marketing Campaign Survival Kit and a handwritten note!

Whether it's an online course or an in-person workshop, MarketingProfs provides wraparound support: **pre-course** e-learning classes and supplemental materials, **in-course** collaboration with experts and fellow marketers, and **post-course** quizzes and exercises to reinforce and apply what you've learned.

Lauren set about reviewing content marketing best practices and the content-driven mission statement as an overall guide for her task. She found that the tenets included in the course helped her clarify the overall structure of the content marketing process, and the program allowed her to proceed with detailed, targeted analysis instead of throwing things against the wall to see what sticks.

Prior to attending this course, Lauren didn't have confidence that she'd be able to accomplish all of the objectives without the help of an experienced team behind her. Now she has a framework for completing the project as a one-person team and a concrete strategy that she can return to for future content marketing initiatives.



I would tell any busy content marketer—and is there any other kind?—to enroll in MarketingProfs training because it will either validate and improve your current content marketing strategy or help you build one from scratch. Simply creating content isn't enough. You need to know why you're doing what you're doing and how to go about it as efficiently and effectively as possible.



– Lauren Holder Raab, Director of Communications and Marketing, 3C Institute



### THE Insights

One of the most significant insights for Lauren was the potential for 3C Institute to think like a publisher and become a valuable "content destination hub," rather than host a collection of pages and information about the company. On one hand, it seemed like a great opportunity to open up new avenues for content marketing-driven success for the company. However, Lauren also knew that it required a serious commitment to routinely publishing high-quality content on a frequent schedule in order to succeed.

Lauren found some new ways to think about using content, specifically in regards to repurposing it in order to maximize the value and provide a personalized experience for the audience, and contributing unique ways to share it and broaden the reach of her value-added content. She learned that revisiting older materials from the perspective of increasing the value for the customer created new opportunities for engaging with the audience.



# 3C INSTITUTE

## Homepage Pre-Marketing Profs Training



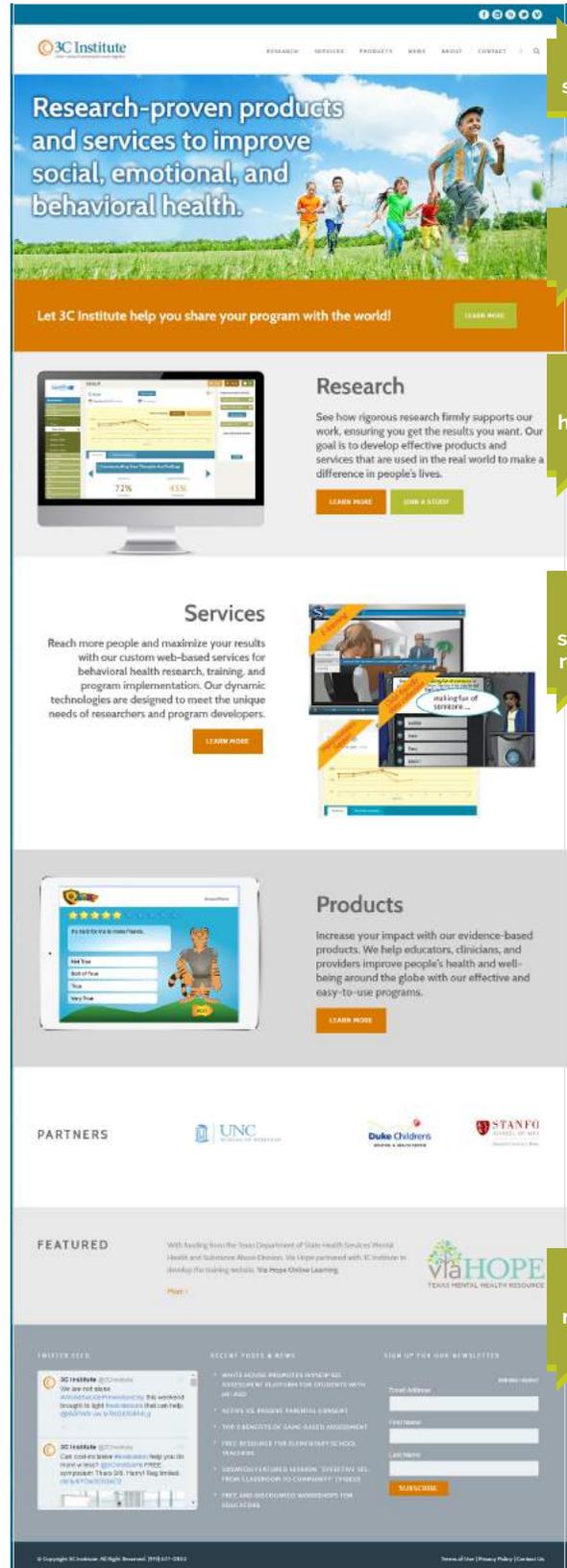
The new site includes more user-focused content that's easy for visitors to find and share—and the website is designed for adding more. The content is more streamlined and easier to navigate.

Overall, Lauren's experience with *High Performance Content Marketing* confirmed what she needed to do, then gave her the strategy to make that happen—or make it better. The course made her think about content from new angles, like how to repurpose it and share it. And it showed her how to think in an integrated fashion—from landing pages, testimonials, and research, to stats, bulleted lists, and blogs.



# 3C INSTITUTE

## Homepage Post-Marketing Profs Training



Clear social links

Clearer CTAs

Easier-to-read, hierarchical content

The Services section was redesigned

Simpler one-step newsletter sign up



“ I realized I had started my content marketing journey without a clear beginning or end. I was headed in the right direction, but *High Performance Content Marketing* put me on a path and gave me a road map. Now I know not only where I'm going and why, but also how to get there. ”

- Lauren Holder Raab,  
Director of Communications and Marketing,  
3C Institute

## ABOUT MARKETINGPROFS TRAINING

Get on the path to content marketing success with a program tailor-made for your schedule and learning preferences. Whether that means an in-person workshop for your entire marketing team or a online training course taken from the comfort of your desk, you'll learn the secrets of creating compelling content in a simple, efficient, and sustainable way. We'll show you how to use killer content to cut through the noise through proper planning, effective targeting, and staying true to the long-lasting adage of quality over quantity.

For this and all of MarketingProfs training offerings, visit:  
[www.marketingprofsu.com](http://www.marketingprofsu.com)

