



Juanita Neil
VP of Marketing, One on One

B2B Case Study

HOW ONE ON ONE INCREASED QUALIFIED LEADS USING CONTENT MARKETING



INTRODUCTION

One on One Educational Services is an ed-tech company that provides a learning management system and other online training solutions to Caribbean businesses. Over 100,000 Caribbean learners use One on One's learning management system to upgrade their skills.

The team hired a new Head of Marketing, Juanita Neil, in April 2022 and one of her first objectives was to get content marketing support to boost the brand's authority and attract new customers. The founder's magnetic personality and networking skills were the main drivers of new business for several years. Juanita needed the brand to stand on its own and attract HR leaders in the market for online training solutions.

ABOUT CEM WRITING SERVICES

CEM Writing Services provides content marketing support to B2B SaaS companies in the HR and ed-tech niches. The support provided to One on One Educational Services included:

- Customer research
- Content strategy development
- Content creation
- Content repurposing
- Content distribution
- Content analysis

THE CONTENT SHIFT

What Was Done?



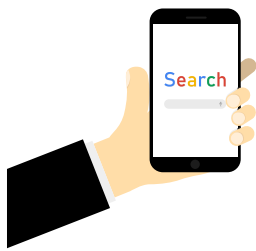
One on One was starting with a blank slate. There were no content assets and Juanita was in the process of creating a new website. CEM Writing Services got the ball rolling with customer research – customer interviews, review mining, and listening to sales calls.

The research revealed the topics that mattered most to customers and the content formats that would work best for making One on One the go-to source for Caribbean HR leaders interested in employee training. CEM Writing Services developed a content strategy that included a brand-new video podcast, relevant blog posts, a LinkedIn newsletter, social media live streams, case studies, and webinars. This strategy also included content repurposing for social media.

"Christine is exceptional at planning and curating quality content strategies that deliver results. Through her efforts, we have successfully raised awareness and generated valuable leads, helping us reach closer to our goals."

~Juanita Neil
VP of Marketing and Sales, One on One

THE RESULTS



100%

increase in organic traffic



42.6%

of YouTube channel viewers from YouTube Search



100%

increase in organic social media followers

The video podcast series began in August 2022. It has received over 2,000 YouTube views, 200+ audio downloads, and long-term relationships built with key stakeholders. Also, 46.2% of the YouTube channel viewers now come from YouTube Search, with that number steadily increasing.