



# Revamping Workforce Development

## Challenge

For nearly 25 years, a leading workforce development training company delivered on its mission statement to redefine the landscape of workforce training and development by providing top-notch training solutions that transcend conventional training paradigms. While mainly focused on workforce development centers, the company has also identified potential opportunities in staff development for private business as well as training for job seekers looking to enter the workforce for the first time, return after a leave or rebound from a job loss.

With a mix of different customers and sales messages, the company traditionally relied solely on direct sales, existing relationships and word-of-mouth to generate new leads. The company knew it could do more with a marketing campaign and engaged with a consultant to learn how to get started. But without the capacity to undertake new projects while keeping up with day-to-day tasks, most marketing ideas simply died on the vine. Dabbling with marketing efforts whenever staff could find some free time in their busy days wasn't going to be enough to get the company's campaign off the ground.

Searching for a solution, the company's general manager was referred to O'Keeffe PR. After some conversations, she decided that a successful launch of the company's marketing efforts required total commitment and decided to take the leap.

## Solution

O'Keeffe PR began by conducting an audit of the company's website to identify potential improvements that could be implemented immediately. During an initial discovery process, the O'Keeffe team learned about the challenges the company faced targeting different audiences, each with a different message. O'Keeffe also reviewed the company's social channels for additional opportunities to refresh its online presence.

Once discovery was completed, O’Keeffe developed a plan for regular ongoing content targeted at potential customers on both the company’s website and social channels. Plans include promotions for events, such as upcoming trade shows and special sales offers to different customer segments. O’Keeffe oversaw the creation of a quarterly company newsletter as well as the revamp of the company’s website, and was instrumental in reorganizing the website structure to establish a clear message for customers while enabling the functionality for online sales. Finally, O’Keeffe helped plan, launch and promote the company’s new podcast featuring professional connections as guests and leveraging each guest’s personal network for maximum visibility and exposure.

## Results

Since the beginning of the engagement, O’Keeffe PR has achieved the following:

- Performed website and SEO audit
- Refurbished website to simplify visitor experience, deliver more concise value message and enable online sales
- Increased traffic to company website
  - Over 200% increase in average monthly users and views
  - Engaged sessions monthly average up nearly 150%
  - Referral traffic from backlinks and other online assets up more than 450%
- Increased social media channel follower count and engagement
  - Facebook
    - Visits increased by 807%
    - Followers up 64%
    - Content Interactions up 11k%
  - LinkedIn
    - Average monthly engagement rate up over 100%
- Create regular SEO-optimized content that engages with target audience
- Create and distribute quarterly e-newsletter

*“The greatest benefit that O’Keeffe has brought to us is the support of the team,” said the company’s general manager. “They understand that our approach is multi-leveled. We hit a lot of people in a lot of different areas, from different walks of life. It’s not very straightforward, but they understand that and how to market to each segment individually. And it’s not just coming up with the ideas, it’s the O’Keeffe team’s support to help bring the ideas to fruition. We agree on a project and then there it is on my desk for approval. All of the things that are important for marketing to and communicating with my customer base are being done, and that’s what I am valuing.”*

- Client Manager