



# CASE STUDY

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## THE CHANGE NETWORK



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**Client:** The Change Network

**Industry:** Registered Training Organisation

**Services Provided:**

- Website Maintenance,
- Social Media Marketing
- Sales Collateral Development
- Search Engine Marketing and PPC
- Content Creation
- Lead Generation

**Background:**

The Change Network, an RTO, needed a strategic marketing partner to manage their digital presence, enhance lead generation, and support their business growth. FTG Marketing was engaged to provide a comprehensive marketing approach tailored to the needs of a training organisation.

**Solution:**

Fill the Gap Marketing implemented a multi-channel strategy to drive The Change Network's brand visibility and engagement.

**The key initiatives included:**

**1. Website Maintenance & Optimisation**

- Regular updates and technical maintenance to ensure a seamless user experience.
- Improved website speed, navigation, and mobile responsiveness.
- Ongoing content updates to reflect training programs and industry insights

**2. Search Engine Marketing & PPC Campaigns**

- Conducted in-depth keyword research to target potential students and corporate clients.
- Managed PPC campaigns for high-impact lead generation.
- Optimised ad spend to improve conversion rates and maximise ROI

### **3. Social Media Marketing & Engagement**

- Developed and executed social media strategies across LinkedIn, Facebook, and Instagram.
- Created engaging content to increase brand awareness and drive course enrolments.
- Implemented data-driven approaches to improve engagement and audience growth.

### **4. Content Creation & Brand Storytelling**

- Crafted compelling blog posts, articles, and website content to establish authority in the training sector.
- Produced targeted content to highlight The Change Network's expertise and course offerings.
- Created informative resources to educate and engage potential clients.

### **5. Lead Generation & Conversion Optimisation**

- Designed lead capture strategies to attract and nurture prospects.
- Developed email marketing campaigns to convert inquiries into enrollments.
- Implemented tracking and analytics to refine marketing efforts based on performance insights.

### **6. Sales Collateral Development**

- Designed professional corporate capability statements to showcase The Change Network's expertise.
- Developed visually appealing brochures and course guides.
- Created PowerPoint templates and promotional materials to support sales and training initiatives.

## Results:

- **Enhanced Digital Presence:** The Epiphany Group's website now ranks higher on search engines, attracting more organic visitors.
- **Increased Social Media Engagement:** A noticeable boost in follower growth and interaction across platforms.
- **Higher Lead Generation:** Google Ad campaigns have led to a measurable increase in inbound leads.
- **Stronger Brand Identity:** Professionally designed sales collateral has helped reinforce brand credibility and consistency.

## Conclusion:

Through their expertise in digital marketing, search engine strategies, and content creation, Fill the Gap Marketing has significantly elevated The Change Network's online visibility and lead generation capabilities. Their strategic approach has led to higher engagement across digital channels, improved search rankings, and a stronger brand presence.

By continuously refining campaigns and staying responsive to industry trends, Fill the Gap Marketing has helped The Change Network sustain growth and enhance their reach in the training sector. This successful partnership underscores the importance of a well-executed marketing strategy in driving business success.

For more information on how Fill the Gap Marketing can help your business grow, visit: <https://fillthegap.marketing/>



# Thank You!

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Between You  
and Success.*



**Let's Get  
In Touch**

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