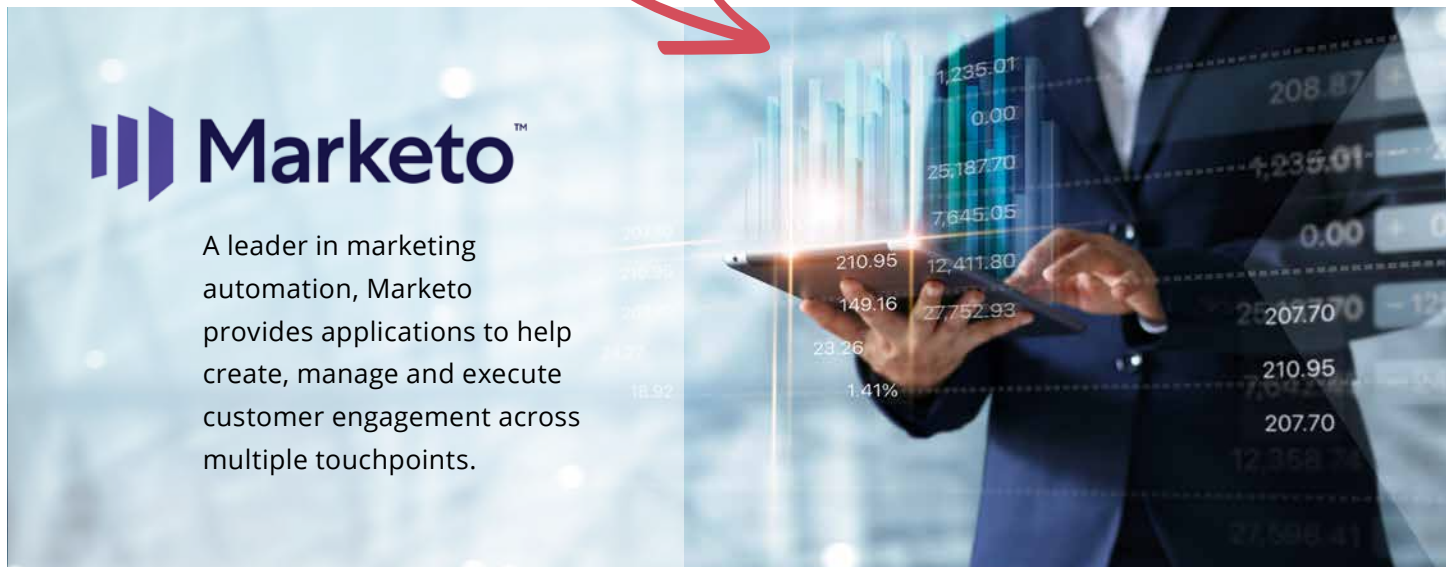


Case Study



A leader in marketing automation, Marketoto provides applications to help create, manage and execute customer engagement across multiple touchpoints.

THE CHALLENGE

In its role as an engagement resource for marketers, Marketoto relies on effective instruction at all levels of its business—from internal staff to external partners. Upon review, however, Sr. Global Engagement Mgr. Jason Vincik found little structure in the company's training strategy, resulting in disengaged participants and low completion rates. Lecture-based external training was lacking as well, leaving partners bored and restless.

OUR SOLUTION

After attending the Bob Pike Group (BPG) Train-the-Trainer Workshop, Vincik redesigned Marketoto's two-day workshops to include CORE (Closers, Openers, Revisitors and Energizers). The change was immediately productive, with attendees up on their feet collaborating with one another, white-boarding, brainstorming, leading micro-group exercises and offering continuous feedback.

THE RESULTS

By revolutionizing its staff and partner training with BPG strategies, Marketoto has seen a surge in 5-star reviews and high Net Promotor Scores. These positive reviews have led to dramatic workshop attendance increases: in 2019, Marketoto added 16 additional workshops to its calendar (a 400% jump), delivering nearly \$450,000 in additional revenues.

INCREASED ATTENDANCE **400%** **INCREASED REVENUE** **\$450K**

PARTICIPANT REVIEWS ★★★★★