

# How Olive Learning Generated Leads, Sales & Revenues through Inbound.

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# Client



Olive Learning, part of the global Olive Group, help large organisations induct, train and develop staff through powerful, easy to use, and integrated learning applications. Established in 2006, Olive have grown to almost 200 staff worldwide and their software development and video production expertise delivers a varied and flexible approach to training, including online, mobile and virtual training.



# Brief



David MacHale joined Olive Group in December 2014 as Marketing Director. With leads drying up to a monthly trickle, the content and indeed brand presence and website wasn't working, so David's brief was to rebrand the entire organisation and generate consistent demand for a 10 person global sales team. David hired a London based branding agency, Parallel, to rebrand Olive and design their website and engaged with Squaredot to implement a full inbound marketing campaign to generate qualified leads for the sales team.



# Approach



We had a great starting point. With a Marketing Director and relatively large dedicated sales team in place, we just needed to get the engine purring and generate a steady stream of leads. In our discovery session we got knee deep into the world of Olive Learning and the sales team brought their knowledge and insights to the fore. We supplemented this knowledge through research and interviews and honed in on two personas to target, L&D Managers and Health and Safety Managers. A number of key verticals were also targeted like construction, large retail, healthcare and technical supply chain.

We researched, planned, produced and executed a full inbound marketing programme that addressed the pain points felt by our target and producing valuable content in the form of regular, blogs, eBooks, infographics, videos and other social media assists and direct response advertising. We used Hubspot to pull the levers on our marketing automation.

Key to this project was that Squaredot and Parallel were fully aligned at all stages and the branding and web design was carried through to the content and inbound marketing campaign assets.

"I spoke to a number of Inbound Agencies before choosing Squaredot and despite being a relatively new agency I chose them because of their thorough approach. They had a deep knowledge of inbound and the entire marketing and sales lead lifecycle. Their content was brilliantly crafted and engaged with our target persona straight away. The reach and performance on social media was a real eye opener. I've never come across an agency before who cared so much about delivering results"

**David MacHale, Olive Learning Marketing Director.**



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# Results



## Summary of Results

In the ten months of the campaign Olive Learning's website attracted and generated:

17595

Website Visitors

161

New Contacts  
and Leads

Several hyper targeted demand generation campaigns were set up to attract Olive's ideal prospects to their website and convert them into marketing qualified leads.

### Website Traffic Results

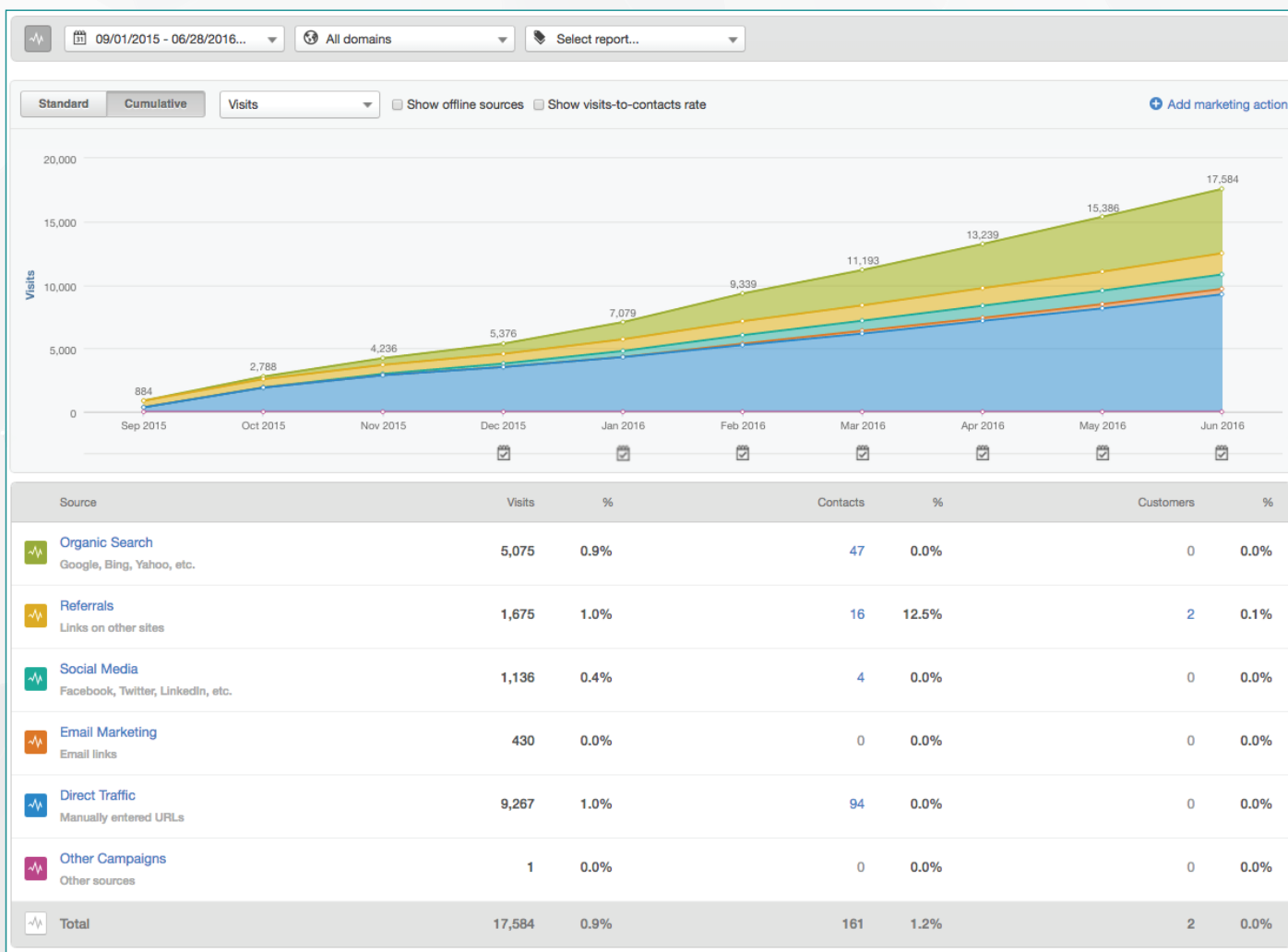
There was a steady monthly rise in website visits with February and June 2016 generating the most traffic.

### Summary Highlights (Sept 2015 - June 2016)

17,595 website visits  
161 new contacts and leads  
98 marketing qualified leads  
51 sales qualified leads

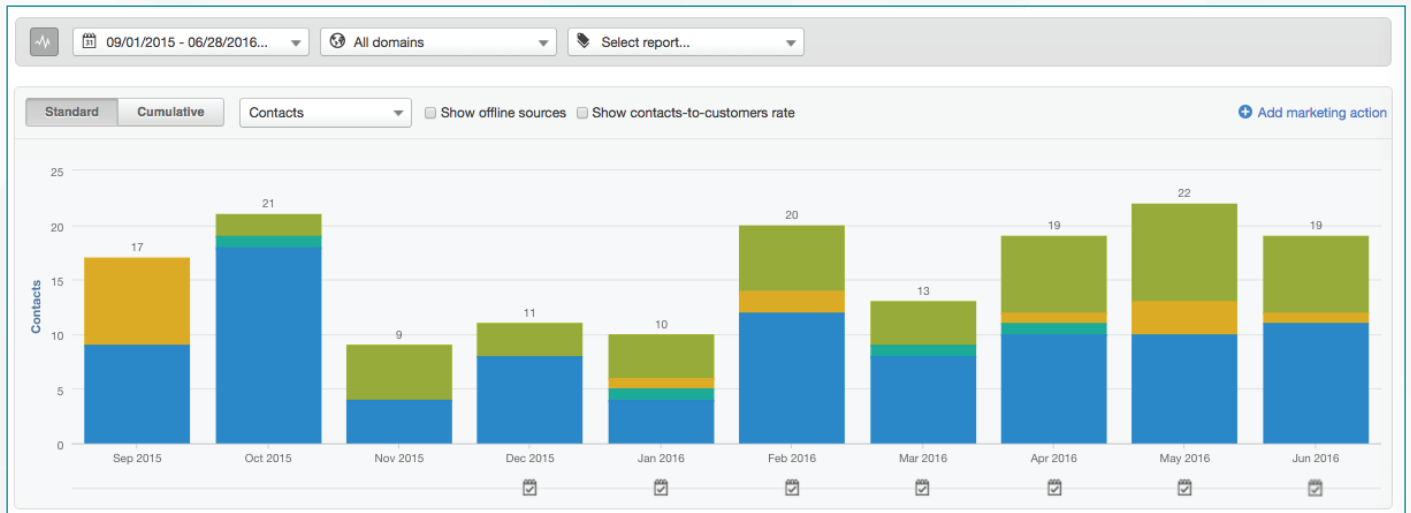


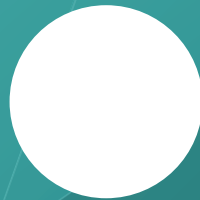
# Results



## Leads

161 new contacts and leads were generated between September 2015 and June 2016





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