

MARKETING 2019

#bettertogoather

PROJECT: Supported by Marketing Funds



Network-facing Pilot Programs

Recognition Management, Branding Studies, PPC Campaigns

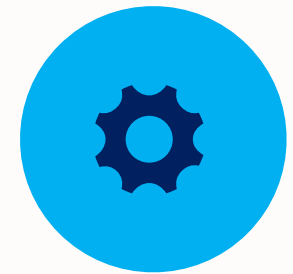
Tradeshows (Fees & Travel)

Cisco Live !, ATD, Microsoft Ignite

PROJECT: Supported by Corporate



PRODUCT / BRANDING CAMPAIGN



NH.COM / EREV PROJECT MANAGEMENT



LEARNING CATALOG



CLD CATALOG



SOCIAL CONTENT AND EXECUTION



INFOGRAPHICS



WEBINARS



ADDITIONAL PRODUCT COLLATERAL



PROJECT: Supported by Corporate



CAPABILITIES PPT

Sales, Enterprise, Franchise



TRADESHOW COORDINATION, ASSETS, STAFFING



COPYWRITING



LEAD DISTRIBUTION



EXTRANET MAINTENANCE OF ASSETS



ADDITIONAL MARKETING FOR NETWORK UPON REQUEST



INTERNATIONAL CONFERENCE



WEB BANNERS / GRAPHICS / COPY / POSTERS / BRANDING GUIDELINE





New style guide and rewrite of outline/product pages – starting with testing of Excel and SQL courses and then advancing through key portfolios – all major courses covered by end of year.

Expanded social media strategy engaging in new areas for footprint growth.

Expanded GTM strategies to boost new product rollouts and vendor partnerships that include persona-based drip/promotions

Mapping content needs and media placement to build NH thought leadership brand.

Consumer campaign that elevates program on nh.com to drive improved visibility to local sites and to enhance uniformity of message.

Redistribution of unused co-op dollars.

Release of ELS GTM.

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Mapping content needs and media placement to build NH thought leadership brand.

Build NH-branded video library (testimonials, tips ‘n tricks, product marketing).

UEP – driving the content alongside the technology .

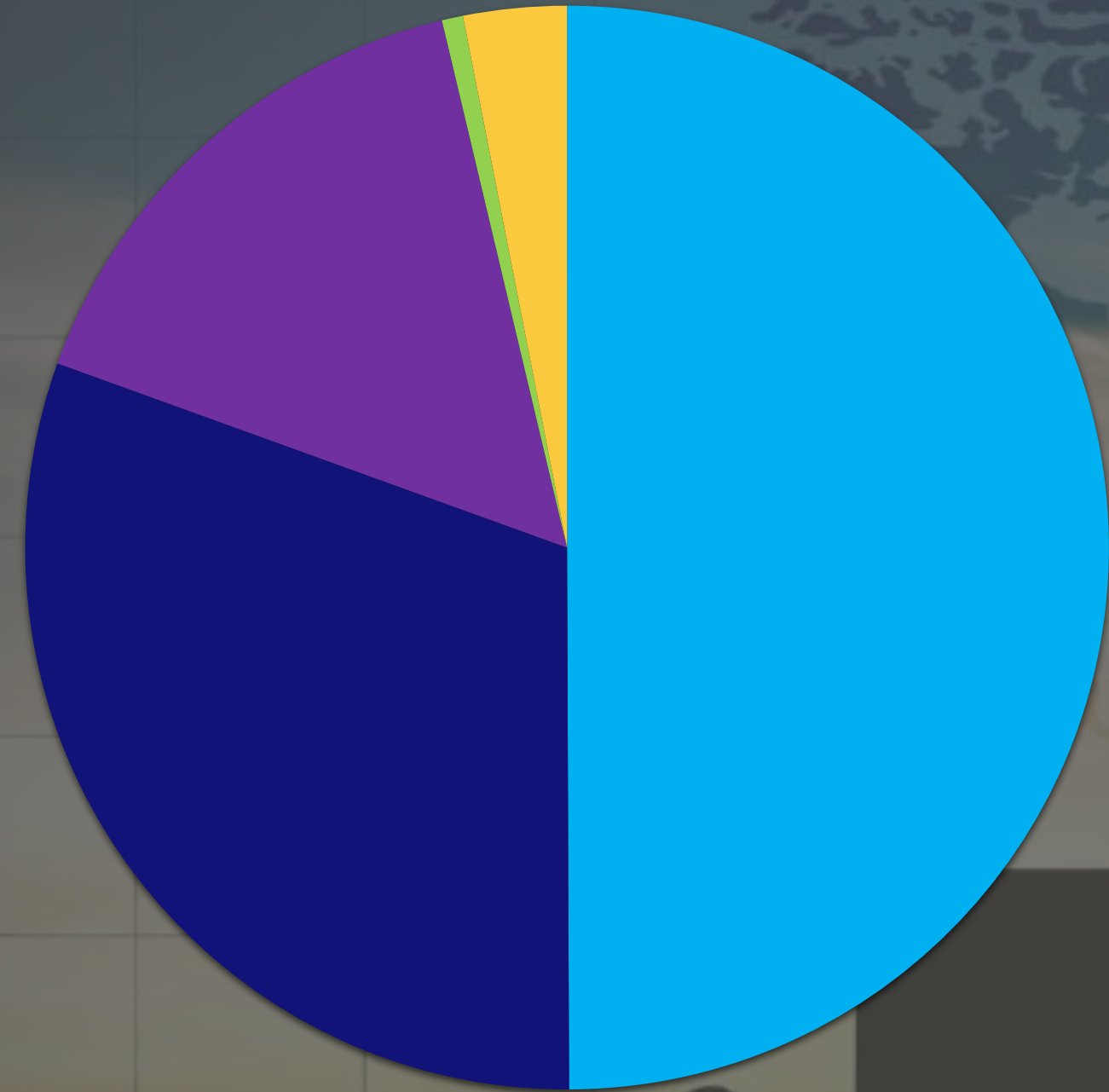
Brand Refresh.

Digital Marketing Campaign – One New Horizons







LOOKING
BACK TO
LEARN





2018
**MARKETING
FUND SPEND**


During the 12 months ending on December 31,
2018, funds were spent as follows:

 **49.94%**
to manage local web platforms and maintain
and upgrade nh.com

 **30.94%**
to develop sales/marketing tools and
collateral for the network

 **15.77%**
for sponsorships and to participate in trade
shows

 **0.63%**
for public relations

 **3.08%**
for research, meetings, membership fees
and subscriptions

looking ahead to grow!

- Consistency
- #bettertogether One New Horizon
- Superior Educational Experience with cutting edge content and delivery

2019 Marketing Fund Spend

Percentages to date are tracking similarly to 2018, with the majority of the funds directed to:



**MANAGING LOCAL WEB
PLATFORMS**

.....



**MAINTAINING AND
UPGRADING NH.COM**

.....



**DEVELOPING (TRADITIONAL AND
NEW) MARKETING ASSETS FOR
THE NETWORK**

.....

The latter half of the year will lay the foundation for employing advanced marketing techniques supported by new technologies, starting in 2020 as we become One New Horizons.

Strategy

PROVEN METHOD

- Tradeshows
- PPC
- Content Creation

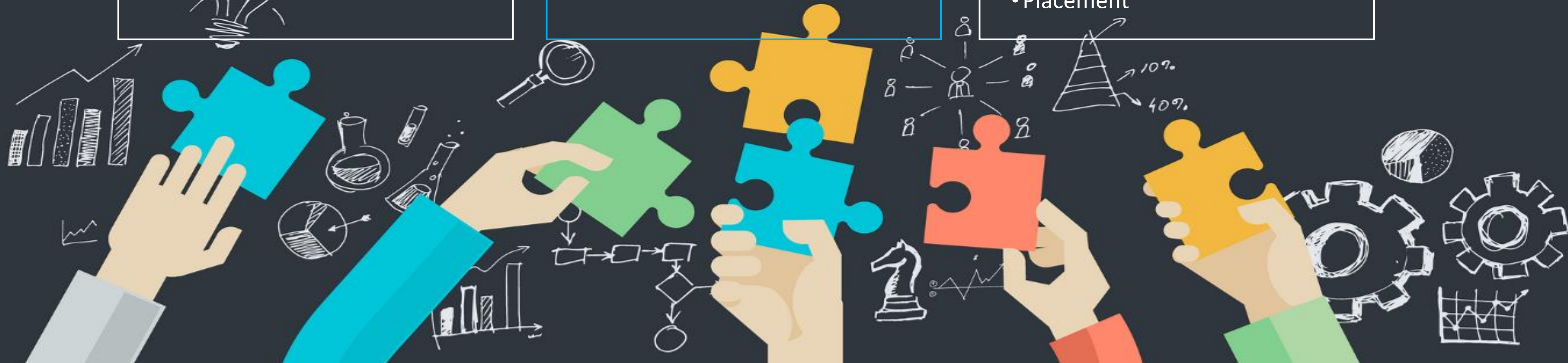


NEW METHOD

- Growth Hacking
- Remarketing
- Alternative Channels
- Influencer Outreach

POSITIONING STRATEGY

- Established
- Turnkey solution to meet the industry demands
- Pedagogical Approach
- Cutting Edge
- Placement



3 Pillars of Growth

GROWTH PATHS

GROWTH HACKING

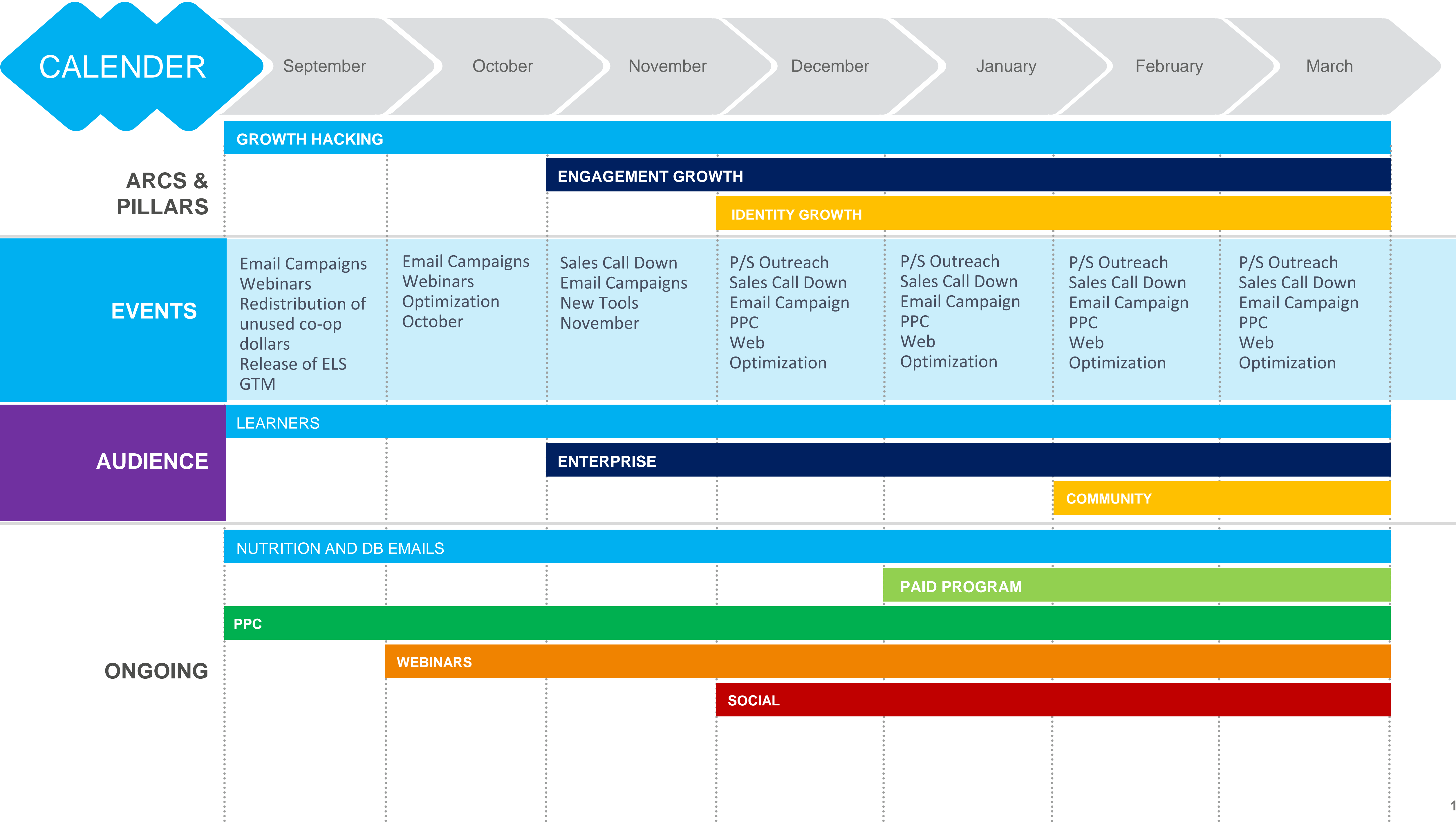
Tactics: e-mail campaigns, advanced analytics, remarketing, intelligent engagement

ENGAGEMENT GROWTH

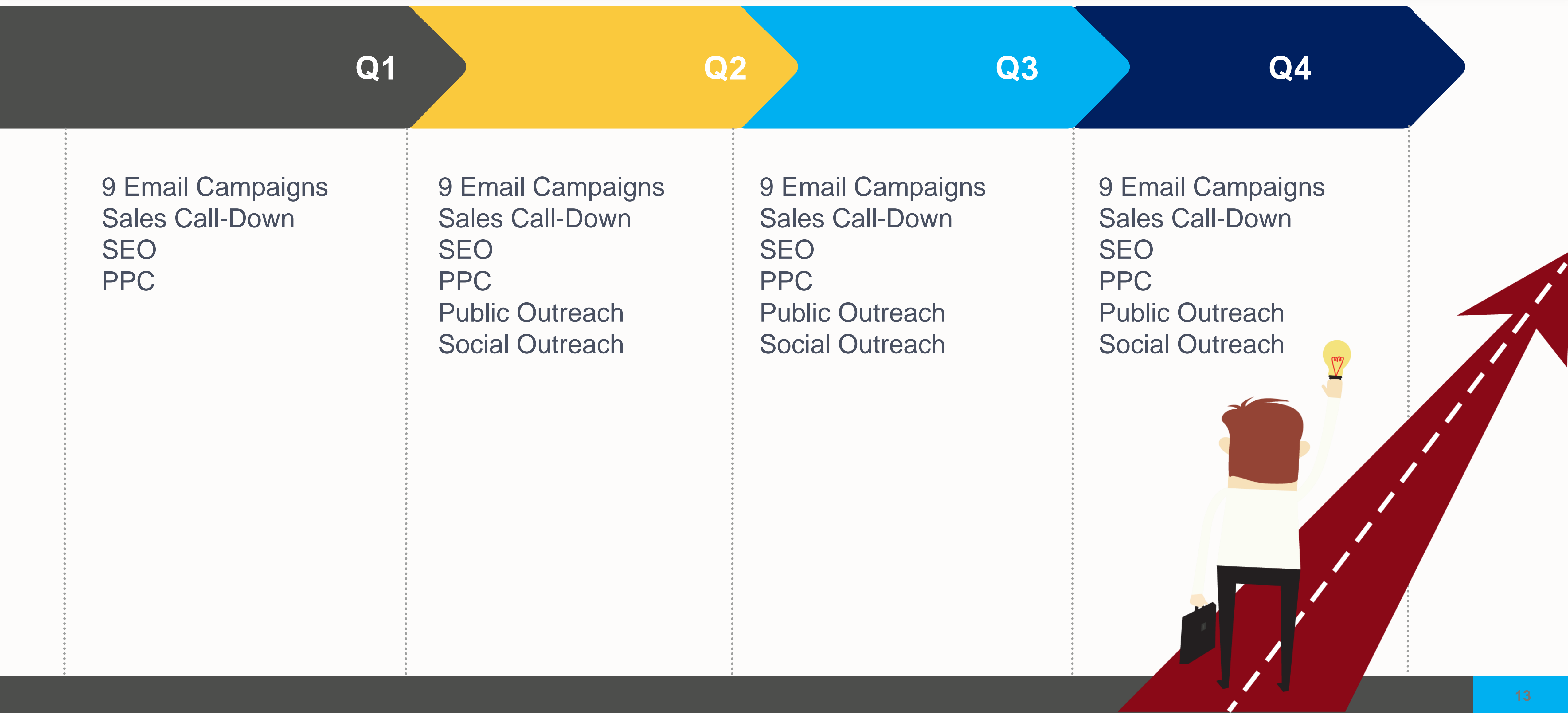
Tactics: Content optimization and standardization

IDENTITY GROWTH

Tactics: PR ,Social Influencer Engagement

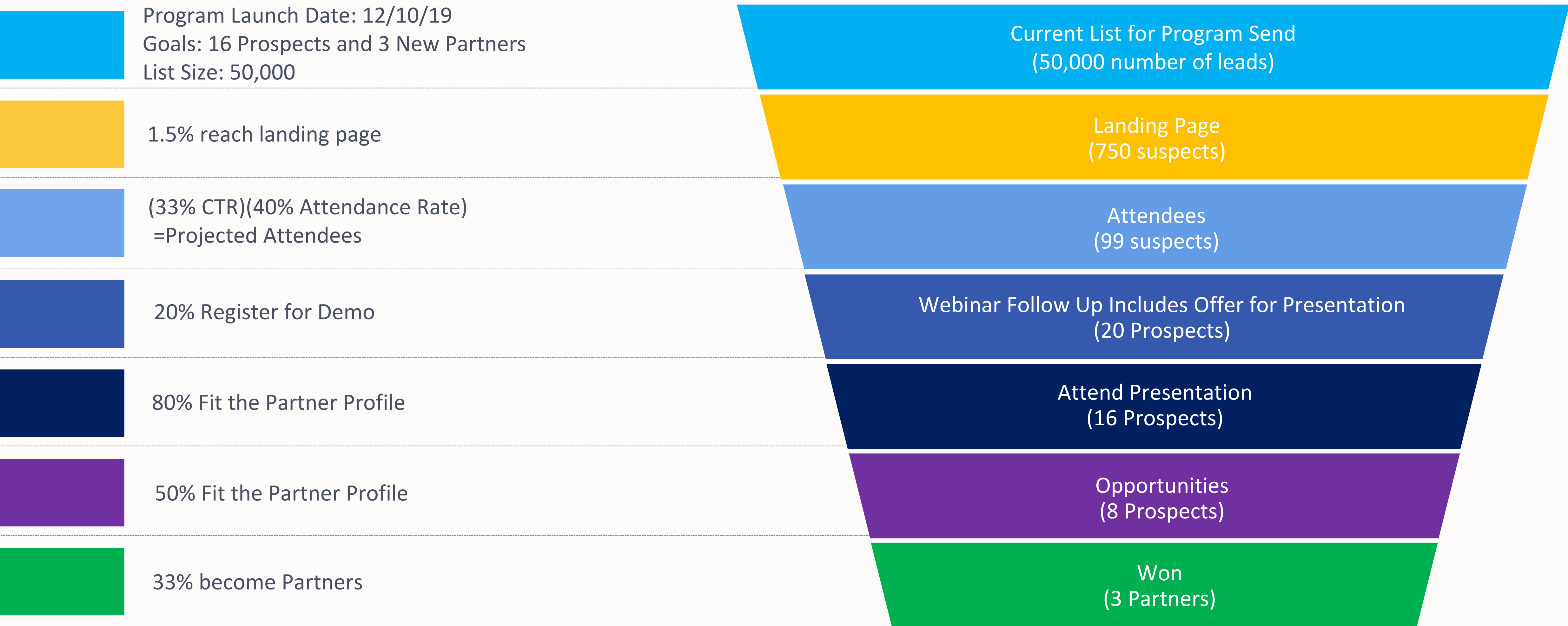


Yearly Growth View by Quarter



Funnel Analysis: B2B Campaign

WHERE ARE THE ENTERPRISE OPPORTUNITIES?



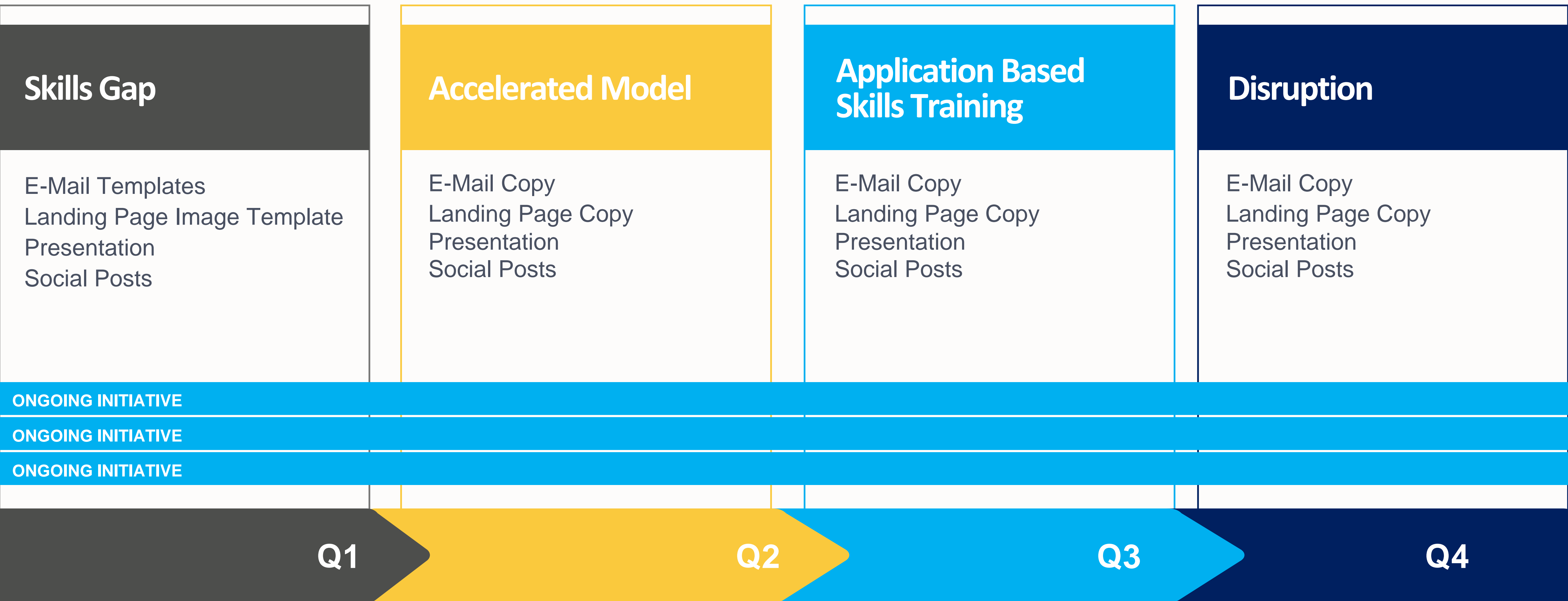
Content Program

Messaging Arc	UEP Product Launches	Trend Related	Thought Leadership
Proven Communication	Email Campaigns	Email Campaigns	Email Campaigns
Lead acquisition	Landing Page	Landing Page	Webinar
New Communication	Video	Influencers	Podcasts
Optimization			

GOALS:



2020 CONTENT PLANNING – DRILL DOWN



GET IN TOUCH

Write your relevant text here

ADDRESS

You can write your office address here

PHONE & EMAIL

dsaben@yourmail.com
+1 23 456 789

SOCIAL MEDIA

