

How can a brand stand out in today's crowded marketplace? Provoke Insights found that using research as the basis of a content marketing campaign helps generate the awareness and engagement that a brand deserves.

SkilledUp (a subsidiary of Apollo Education) reached out to Provoke Insights to help position the brand as a leader in web development education. The company commissioned Provoke Insights to conduct a survey among web developers. The results are in – the methodology works!

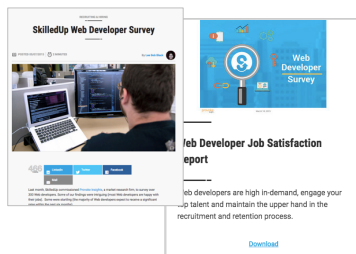


Articles

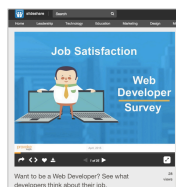
Content creation is difficult. The research provided a plethora of opportunities to repurpose the information for multiple publications and social media sites.

The insights from the SkilledUp survey were used for content in national publications, specialty magazines, blog entries, infographics, social media sites, and SlideShare. Using one research study, we divided the findings to create multiple stories. During the survey development phase, each question was crafted as a potential publication headline.

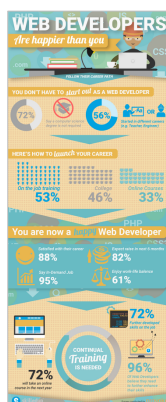
We used a graphic designer to match SkilledUp's look and feel. The images and graphs were integrated into multiple media and marketing vehicles.



Blog Entries



SlideShare



Infographic

Research that excites and tells a story gets you published!

Compelling findings and research presented in digestible and fun decks helped get the study featured in USA Today, Inc. magazine, Creative Bloq, Mashable, Career Reporter, and edtechDigest. The research validated SkilledUp as an authority in online education. Plus, the content improved Skilled Up's SEO.

The metrics and ROI are proven.

SkilledUp's article, published in Mashable, was shared six times more than most articles on its site. When posted on Facebook, the research had 30 times more engagement than previous posts. Hundreds provided SkilledUp their contact information in order to read the full report online. Ultimately, SkilledUp saw a rise in the number of people who registered for web development courses.

