

## CCIQ Launched Marketo Email Campaigns 7X faster With its Newly Marketo Trained Employees

### The company

Established in 1868, the Chamber of Commerce & Industry Queensland (CCIQ) is a non-profit organisation that is the advocating voice for Queensland's employers. It represents +400,000 small and medium businesses across Queensland, specialising in industrial and employer relations advice, international trade support, and accessing new customers and markets.

CCIQ offers several benefits for its members, including a helpful hotline service, the latest industry news, and ongoing opportunities to connect with other members at networking events. Most importantly, they have been providing smart business solutions that have had a major impact on government policy and can make businesses more efficient and profitable.



### Challenges

CCIQ used Marketo Launch Packs as a guide for their employees to gain the required skills in driving their email marketing campaigns. Employees received foundation training with the Launch Packs. However, some new employees needed a comprehensive training to fast-track their current goal. The four main challenges that occurred were as follows:

#### Turnover Rate

Although CCIQ employees received a foundation Marketo Training, just like any organisation, it can face resignations, which will result to a shortage of trained employees to launch email marketing campaigns.



## 50% of Time Spent on Other Administration Tasks

All CCIQ employees had mixed skill sets and 50% of their time was spent on other administration and IT tasks. Thus, some employees lagged behind in training because of other administration commitments.

## Hands-On Training

CCIQ employees underwent hands-on training provided by Hoosh Marketing Automation Consultants. The hands-on training was provided in front of them, so they could see how everything works and ask questions whenever needed.

## Solutions

### A training program crafted by Hoosh for CCIQ based on their current needs.

CCIQ employees received a customised training addressing their needs and not just a generic training that everyone gets.

- Day 1 – Foundation Training for 2 new staff members.
- Day 2 – Understanding Marketo Analytics (campaign, nurture, and global analytics reporting) for 2 new staff members and 2 staff members who had already undergone the foundation training.



## High Demand for Email Marketing Creation

CCIQ needed to create and execute their email marketing campaigns, channels, tags, and nurture campaigns.



## On-hand Consultant

During the CCIQ training, some issues arose that needed immediate attention. Thankfully, the Certified Marketing Automation Consultants of Hoosh was present to address and fix the issues. After their personalised Marketo training was completed, CCIQ employees were given the opportunity to ask any questions, and the consultant was there to assist and help resolve their queries.

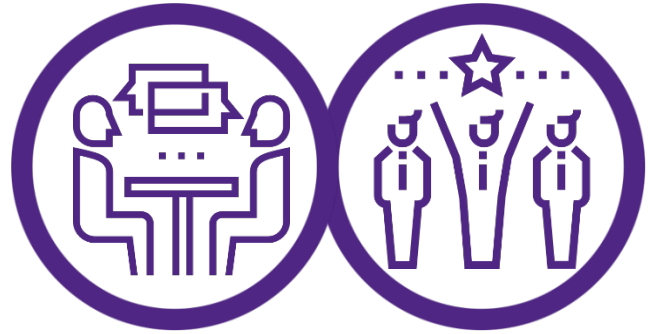
## Outcome

### Increased Efficiency in Personalised Training

After CCIQ employees received their Personalised Training, a substantial boost was observed in efficiency and productivity among company operations.

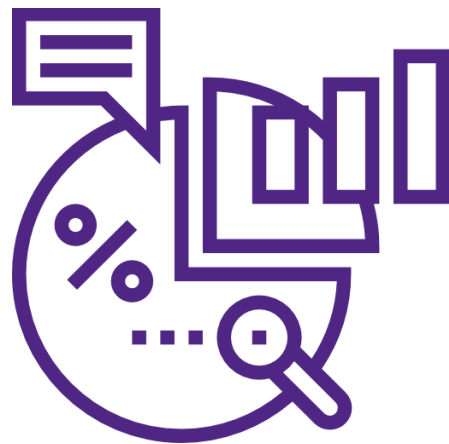
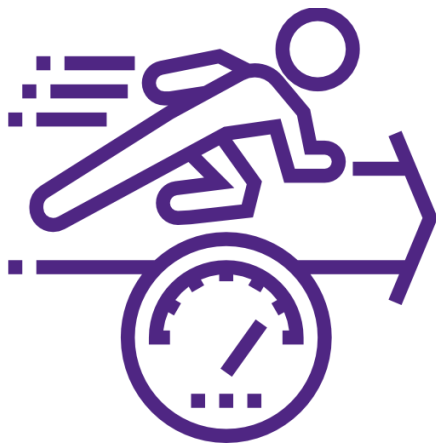
### Increased Productivity

Before the personalised training, CCIQ was struggling with sending out different types of optimised emails. Now, CCIQ employees are more capable of creating these campaigns and passing on the knowledge to the next person.



### Personalised Training Achieved Immediate Goals

CCIQ employees who received a personalised Marketo training also received training on what they needed to learn immediately. It didn't include a standardised template but tailored for each employee's skill-set.



## Testimonial



*We had people who needed quick training and who could implement our campaigns. With Hoosh, we were able to increase the company's efficiency by training CCIQ employees with their training program that is custom-fit to what we need. It worked! Our emails were sent in time, and we're really pleased with how quickly our employees were able to apply all the things they learned from the training.*

*It was particularly valuable to have the team from Hoosh apply their expertise to the session. The small tips and tricks they teach us and their willingness to help solve our problems, and delve deep into the rabbit-hole for our very niche questions is impressive.*

**MANELLE ISSA**

MARKETING MANAGER, CCIQ

## About Hoosh Marketing

Founded by ex-Marketo staff, Hoosh is Marketo's only gold partner in APAC and the #1 LaunchPoint Partner for Marketo technology, strategy and campaign services.

We help Marketo customers deliver exceptional results by implementing superior strategy with highly integrated, cutting-edge marketing technology.

[Learn More](#) about Hoosh



- ✓ Global **Marketo Gold Partner**
- ✓ APAC's Largest number of **Marketo Certified Consultants**
- ✓ **#1 LaunchPoint Partner** globally
- ✓ **Over 50 Marketo Implementations** and counting

