



RED HAT COLLABORATES WITH LEADXCHANGE

Red Hat collaborates with LeadXchange for a simplified lead generation campaign for the Red Hat Certification

Business Need

In the face of the ever-evolving technological landscape, compounded by a global shift in the ways of working, a supremely skilled talent pool is what organizations are looking out for, to support them as they embark on a journey towards digital transformation.

Organizations, big or small, global or local, that are seeking to metamorphose into innovation machines very well understand the value of hands-on certifications. They realize how new age resource trainings can greatly empower them to deliver unmatched business value and tap into productivity gains and operational efficiencies like never. They have

experienced how these trainings can be a game-changer, accelerating sustained business success.

Likewise, on the other side of the coin, professionals too acknowledge the unparalleled advantages that certifications provide. The dynamic circumstances, characterised by unstoppable focus on disruptive technologies and tools have urged individuals to continue exploring fresh opportunities that can aid their learning. They know well that specially curated IT courses can help introduce them to new technology topics that can greatly enhance their career opportunities and propel further growth.

Identifying the vast terrain of opportunities in the current times,

Red Hat certification, global leader in honing technical talent, wanted to expand their footprint and touch base with ambitious IT professionals who were actively willing to take the next step in their career. Their core objective revolved around creating opportunities for organizations/end users and disseminating knowledge that could help in enhancing skill-sets, preparing for the future and setting them up for success, even in challenging times.

To help build a pipeline of high value leads that could convert into profitable paying customers, Red Hat collaborated with LeadXchange and sought their expert assistance in garnering 62 leads through a simplified lead generation campaign and thereby tap into the right customer base.

Solution

As a first step, LeadXchange conducted a thorough analysis to understand the pain points of the client and how they could bridge the gap. Through consolidation of information, they began preparing a holistic lead generation plan that could help Red Hat seamlessly meet their target of accomplishing 60 leads or more.

Delving deep into specific strategies and assessing the best ways to connect and convert prospects, it was identified that the Red Hat website was one of the primary sources of information. In fact, the website was an important one stop shop for aspirants looking out for certifications and courses, making it a viable platform for acquiring quality leads who could be further nurtured into paying customers.

To convert the website into a potent lead generator asset, LeadXchange created an online banner strategy. This strategy was developed keeping in mind points that catered to the different segments of audience seeking certification opportunities, tailored to their needs.

Comprehensive and expansive study through myriad data points enabled LeadXchange to zero down on the various groups of audience that frequently visited the website, and were most likely to convert into customers that undertook Red Hat certifications and trainings.

Basis these analyses, the LeadXchange team after careful consideration created a set of hero banners for the website. These banners contained relevant copy coupled with a strategically devised call to action. The banners very aptly depicted the powerful value proposition offered by Red Hat certifications and how professionals could chart out their course to success through these trainings.

With the content finalized, the team also ensured that other nuances



were also covered. For example, as much as content of the banner was an important factor for gaining ground, it was equally imperative to identify the most advantageous space for banner placement including other intricacies like formatting and visual cues.

Tying all of these aspects together, what resulted was a set of banners with power messaging and singular call to action that could capture attention in just a matter of 8 seconds. These served as an effective mean to touch base with leads that could very well convert into potential customers.

Result

The final campaign kicked off from 23rd October. As the campaign went live, the digital banners received a positive response. The banners functioned as a great way to entice the right set of leads. In a matter of just one month, Red Hat gained 7,24562 impressions and captured 3132 clicks.

Red Hat successfully surpassed their target and on-boarded 64 high impact leads. Witnessing the tremendous response to the very first campaign, Red Hat Leadership also suggested expanding a similar campaign into social media, to bring to fruition greater connect and cultivate more number of profitable leads, with LeadXchange at the helm.