

The Proof is in the Profits

The ROI of Training
Your Marketing Team

CXL

Economic impact report
October 2018

Executive Summary

Return on investment (ROI) is the key performance indicator that determines the profitability of your marketing training programs. It's why we measure our success by the ROI our students achieve with an annual enterprise subscription to our CXL Institute online marketing training program. At the enterprise level, we expect our customers to achieve 100% ROI in a maximum of 2-3 months.

ROI - actual learning and putting those newly acquired skills in use - is the only thing we care about, because it's the only thing you and your leadership really care about.

But showing that ROI — not everyone knows how to do that, and that's what makes all the difference when you're presenting a marketing training program to leadership for approval.

The good news is: Many other large and enterprise marketing organizations have measured their marketing training ROI before you, and there are tried-and-true ways to do it.

- Unilever saw a 35% uplift in knowledge and a 96% uplift in confidence
- Johnson & Johnson reported a statistically significant increase in prioritized skill areas
- Our own calculations have found that a large enterprise can achieve millions of dollars in increased revenue by using CXL Institute training - by achieving a major uplift in their website conversion rate (e.g. from 2% to 3%)
- HubSpot found that training the marketing team helps solve one of the biggest challenges for 23% of companies they surveyed — and helps solve the 230,000-person marketing skills shortage that LinkedIn's study uncovered
- More than 40% of Fortune 500 companies now use online training programs — and when you compare the cost of online programs to in-person programs (which we do in this very report), it's easy to see why

The ROI is available *and measurable* for organizations who choose to train their marketing teams with quality online training programs.

The value of training employees is only increasing as new technologies come on the

market — and especially as markets quicken their pace of growth.

The amount of money corporations are spending on this training is increasing as well. The 2017 Training Industry Report found that in the U.S. alone, average training expenditures for large companies increased from \$14.3 million in 2016 to \$17 million in 2017.¹ That's a 19% jump in a single year.

That same study found that the highest priority for training is increasing the *effectiveness of training programs*.

Clearly there is a disconnect between training expenditure and the perceived value organizations are getting from that training.

How much truer is this when it comes to training your marketing team? Marketing as a whole is a field that has been notoriously hard to measure.

So you'll be happy to learn that the new technologies that are driving the increased training, and the marketing methodologies that are emerging from these changes, are measurable.

When you let the data do the driving, marketing becomes not only assessable and quantifiable, it becomes massively more effective in driving growth for the company.

Yet this is the question that most enterprise organizations are struggling to answer: *What real, bottom-line ROI can I expect for my organization from this increased investment in marketing training?*

This is exactly what we will be exploring in this report.

1. <https://trainingmag.com/trgmag-article/2017-training-industry-report/>

CHAPTER 1

Ahead of the Curve: The Bottom-Line Benefits of Professional Development

Large and enterprise organizations are notoriously slow to move — and as agility becomes more and more necessary to keep pace in the marketplace, this can become a dangerous handicap.

Out of all the activities enterprise companies undertake to stay one step ahead of the competition, it turns out that professional development training may make the most impact. Professional development training can help even the slowest-moving organization gain more agility.

Studies have found that companies that practice a growth mindset are three times more profitable and have up to four times better retention than those that do not.²

An Organizational Focus on Training Builds a Culture of Learning

Designing growth with professional development training, encouraging stretch assignments, and empowering employees to openly discuss mistakes to promote learning are all ways to shift an organization into this growth mindset.

The concept of “growth mindset” was developed by psychologist Carol Dweck. In the dozen years since her book on the subject, *Mindset: The New Psychology of Success*,³

2. https://www2.deloitte.com/content/dam/insights/us/articles/HCTrends2018/2018-HCTrends_Rise-of-the-social-enterprise.pdf

3. <https://www.amazon.com/Mindset-Psychology-Success-Carol-Dweck/dp/1400062756/>

was published, organizations and institutions across the globe have used it to positively transform their group culture. Dweck writes, “In a growth mindset, people believe that their most basic abilities can be developed through dedication and hard work—brains and talent are just the starting point. This view creates a love of learning and a resilience that is essential for great accomplishment.”

More and more large companies are catching onto this. Visa, Ingersoll Rand, IBM, and Walmart are creating learning networks and knowledge-sharing systems, and using new platforms to curate content sourced both internally and from publicly available training courses.⁴ AT&T estimates that their employees will be changing roles every four years, and they have invested \$250 million in education and development programs for 140,000 employees since 2013 to make sure this happens smoothly.⁵

This growth mindset has important cultural, engagement and outcome implications for those companies embracing it. Unilever launched a training program to 5,000 marketers in 2016, which resulted in a 35% uplift in knowledge and a 96% uplift in confidence. Only 15 months after Johnson & Johnson’s team launched their “New Modern Marketing Curriculum,” they reported a statistically significant increase in prioritized skill areas.⁶

Maybe most importantly, a growth mindset supports employees. Employees are encountering career models that have never existed before. The notion of working in a single role or for a single organization from age 21 to age 65 has been extinguished. Instead, employees look at their careers as successions of learning and development, moving from one role to another and gathering experience and expertise that makes them more valuable along the way. A growth mindset helps them adapt to emerging challenges, changes and developments within each role.

This is also reflected in how interdisciplinary teams are evolving, dissolving, and reconstituting in new ways, especially in enterprise organizations. “Re-org” (re-organization) is no longer the curse word it used to be — it’s standard corporate

4. https://www2.deloitte.com/content/dam/insights/us/articles/HCTrends2018/2018-HCTrends_Rise-of-the-social-enterprise.pdf

5. <https://www2.deloitte.com/insights/us/en/focus/human-capital-trends/2017/learning-in-the-digital-age.html>

6. https://www.anamasterscircle.com/cmo_talent/

strategy for staying more competitive, and most employees have simply grown accustomed to it.

At the same time this shift in career paradigms and organizational models is happening, the half-life of skills is shrinking. So these role changes and expansions are happening at an ever increasing pace.

It's a lot of stress for employees — but it's a lot of stress for employers as well. The demand for learning and career growth is only becoming harder for companies to keep up with. The Deloitte 2017 Global Human Capital Trends study reports that nearly half of their surveyed executives cited this problem as urgent.

“Interdisciplinary skills development is critical because these capabilities align with the organizational shift to networks of teams. Learning should encourage, and even push, people to move across jobs.”⁷

Deloitte reports that 90% of CEOs surveyed believe their company is facing disruptive change driven by digital technologies — and 70% believe their organization does not have the skills to adapt. It's no wonder, with skills becoming obsolete at an accelerating rate. Software engineers must redevelop skills every 12–18 months, and marketing, sales, manufacturing, law, accounting, and finance professionals are reporting a similar pace of change.⁸

To be clear: Without a focus on constantly developing and redeveloping skills, no organization can hope to survive.

In marketing, especially, a skills gap is becoming increasingly apparent — and a bigger problem by the day. The Digital Marketing Institute's 2016 report found that **only 8% of marketers tested achieved entry-level digital marketing skills.** That is not a typo — *only eight percent of marketers had the basic skills required for marketing in a digital world.*

7. 8. <https://www2.deloitte.com/insights/us/en/focus/human-capital-trends/2017/learning-in-the-digital-age.html>

9. <https://digitalmarketinginstitute.com/business/digital-skills-report>

This is the reality enterprise organizations must embrace: Marketing teams have grown and evolved to accommodate the rapid expansion of technology and the swift pace of change in business.

A marketing team is no longer just a handful of marketing people, but a vast, interconnected network including data scientists, user experience professionals, designers, SEO experts, developers, writers, editors, etc.

Within more forward-thinking marketing organizations, you'll also find roles such as sales enablement specialists and CRO (conversion rate optimization) professionals. An increasing number of companies are creating dedicated growth teams, too, to bridge the gap between the product team, marketing and sales.

All of these individuals need quality, consistent training to perform their current and future job functions.



Chris Out, Lead Growth Hacker and Managing Partner of RockBoost, shares: *“For the hard skills, we use CXL Institute to enable all our growth hackers and CRO people, who have different clients with different needs. Everybody can follow a tailored course for the stuff that they need to learn. The next thing we do, we create a learning plan per person, and we check in with people to see how fast are they learning. That learning plan is created based on their ambitions, what their clients need, and how they want to evolve.”*

CHAPTER 2

The Express Lane to Marketing Training ROI

When quality, on-demand training is made available to all marketing people, the organization benefits with a more confident team, better results and improved ability to report meaningful metrics. Employees have access to best practices, and they learn how to measure and learn from their results. The organization is no longer spending resources on activities that aren't working — and they can double down on the activities that are achieving the best outcomes.

It helps marketers of all stripes improve their skills and their results now and for the long run. When senior executives are face-to-face with the budget report, however, none of that matters. **The numbers matter.** So let's look at some numbers.

Consider the math of empowering your marketing team to even incrementally improve the conversion rate of a website, page or campaign. Let's take the average monthly website visitors for Home Depot (a real-life CXL Institute customer) as reported in 2017¹¹ — 39 million — and do some calculations with (fictitious) results averages:

Current conversion rate:	2%
Average monthly traffic:	39,000,000
Average order price:	\$150
Current customers converted per month:	780,000
Current monthly revenue:	\$117,000,000
If you increase your conversion rate just one point, from	2% to 3%
Customers converted per month:	1,170,000
Monthly revenue increase:	\$58,500,000
Total monthly revenue now:	\$175,500,000

A 1% increase that leads to an additional *\$58.5 million per month*.

That's the value of training your marketing team in CRO.

11. <https://www.statista.com/statistics/271450/monthly-unique-visitors-to-us-retail-websites/>

Now what if the company decided to focus their efforts on increasing website traffic, and offered their marketing team the training to do it? Maybe the result was their average monthly traffic went up by 10%, but the conversion rate stayed the same. Here's what those numbers look like:

Conversion rate	2%
New average monthly traffic:	42,900,000
Average order price:	\$150
Customers now converted per month:	858,000
Monthly revenue increase:	\$11,700,000
New monthly revenue:	\$128,700,000

Or what if the company decided to offer the marketing team better training on how to pull and scrutinize their site analytics, and their e-commerce merchandising team used that insight to design a new user experience that increased the average order size by 10%?

Conversion rate	2%
New average monthly traffic:	39,000,000
Average order price:	\$165
Customers now converted per month:	780,000
New monthly revenue:	\$128,700,000

Or what if the company decided to offer the marketing team better training on how to pull and scrutinize their site analytics, and their e-commerce merchandising team used that insight to design a new user experience that increased the average order size by 10%?

New conversion rate:	3%
New average monthly traffic:	42,900,000
New average order price:	\$165
Customers converted per month:	1,287,000
Monthly revenue increase:	\$95,355,000
New monthly revenue:	\$212,355,000

By making the marketing team more effective with better training across disciplines, this company theoretically added almost \$100 million to their bottom line per month.

“Why do we have growth teams?” Chris Out asks in his recent conference talk.¹² “Why do we have CRO teams? To help a business to make more money. To make sure that the business is more valuable, so ask yourself, with everything that you do, are we improving the bottom line and is the business’s [worth growing]?”

At this point, you might be going cross-eyed with all these numbers — but there’s still one number left we need to look at: the margin.

An enterprise subscription to CXL Institute is \$10,000 per year. Putting this number up against the final calculation above — \$95,355,000 per month, so **\$1,144,260,000 per year** — that’s a margin of **99.999%**.

What other investment has your organization made with even close to that return?



“It feels like a university course such is the depth of knowledge presented, and it goes far beyond just a ‘tactical’ course. I am able to use the detailed course notes to present the concepts/theories to the key stakeholders in our company, to increase support for the projects I am now planning for marketing.”

Matthew Peet, CIO at Fichte & Co Legal



“Anyone would benefit from CXL Institute, and that goes from interns up to CEOs. That’s really been the case in our company. After their training sessions you’re fully equipped... you can go off and implement your learnings straight away.”

Matt Roach, Director of Optimization at Sanoma

12. <https://conversionxl.com/blog/build-a-top-growth-team>

CHAPTER 3

Smoothing the Road: Improve Employee Engagement and Retention, and Attract Better Talent

Marketing training pays dividends in employee satisfaction, as well. From employee engagement to retention to talent acquisition, professional development makes a measurable impact across enterprise marketing organizations.

Eyes on the Road: Employee Engagement

There's a lot of talk these days about the intergenerational workforce — especially the differences between Millennials and Boomers. And it's no wonder. Never before have we seen so many generations in the workforce at the same time. The value of professional development, however, is one of the few things all the generations seem to agree on.

A Quantum Workplace study found that professional development was the number one driver of engagement for employees under the age of 25, and the number two driver for workers up to age 35.¹³ Nearly all Millennial employees under age 25 even expect their employer to provide an on-demand learning portal.¹⁴ These numbers are important to note as the Millennial generation currently makes up 1/3 of the workforce.¹⁵

A recent Barclays study backed this up for the Boomer generation, too, citing that 57% of Baby Boomers value opportunities for career development.¹⁶ This is especially

13. <https://www.quantumworkplace.com/employee-recognition-trends-report>

14. <http://blog.berstin.com/informal-learning-becomes-formal/>

15. <http://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

16. https://wealth.barclays.com/global-stock-and-rewards/en_gb/home/research-centre/talking-about-my-generation.html

intriguing, knowing that this generation is now looking more toward retirement than their next career move.

Though plenty of studies make strong cases for the relationship between professional development and employee engagement, we don't need numbers to know that opportunities to grow matter to employees. These growth opportunities lead to a feeling of ownership in an organization. This ownership triggers attentiveness and positive behaviors. The exchange between the employee and the organization ceases to become transactional and instead becomes one of mutual responsibility.

Buckle up: Employee Retention

We know how important professional development is to employee engagement — yet most enterprise organizations aren't offering enough opportunities to even retain employees, much less engage them. Only one out of three Millennials believe their skills are being used well in their organizations — and 42% admit to being likely to²⁰ leave because they are not learning fast enough.¹⁷

While low employee satisfaction has a negative impact on organizational culture, it also carries a very real cost in terms of employee churn. To replace an entry-level worker costs 30-50% of their annual salary. For mid-level employees or managers, the number goes up to 150% — and for executive-level employees the cost skyrockets to 400% of their annual salary to replace them.¹⁸

Some turnover, of course, is normal. However, the smartest enterprise organizations are using professional development programs to plan for this, too. A Wharton School study found that employees promoted from within had significantly better performance over the first two years than outside hires.¹⁹ Preparing your employees for internal career growth pays off in more ways than one.

Of course, 23% of companies surveyed by HubSpot for their 2018 State of Inbound report said that training their marketing team is one of their biggest challenges.²⁰

17.

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about-deloitte/us-millennial-majority-will-transform-your-culture.pdf>

18. <https://www.tlnt.com/what-was-leadership-thinking-the-shockingly-high-cost-of-employee-turnover/>

19. <http://journals.sagepub.com/doi/abs/10.1177/0001839211433562>

20. <http://www.stateofinbound.com/>

So recognizing the importance of training and actually succeeding in training your team properly are two different things. We'll talk more in Chapter 5 about what top companies are doing right to solve this challenge.

Build a Better On-ramp: Talent Acquisition

Your company's employment brand as well as your marketing organization's employment reputation make a big impact on your team's ability to attract talent. Today a strong professional development program is a benefit akin to a 401k or vacation time, and it gives your organization a competitive edge in the hiring process. With a strong marketing learning and development program in place, your organization becomes more attractive to top talent.

This is especially true for Millennial talent. Deloitte's study reveals that for this generation, the *ability to learn* and progress is a principal driver of a company's employment brand.²¹

The fight for top talent is only growing in the marketing space, too. LinkedIn's May 2018 Workforce Report stated a marketing skills shortage of 230,000 people in the U.S. alone.²²

You don't need to be a rocket scientist to calculate the value of attracting, retaining and engaging top talent. A comprehensive, on-demand marketing training program gives your organization unparalleled competitive advantage today.

"I think these classes are shaping the future."

Antoine Müller, SEO specialist at Bcom Visible

21. <https://www2.deloitte.com/insights/us/en/focus/human-capital-trends/2017/learning-in-the-digital-age.html>

22. <https://economicgraph.linkedin.com/resources/linkedin-workforce-report-may-2018>

CHAPTER 4

Accelerated Onboarding: Ramp-Up New Marketing Employees Faster and More Effectively With Access to Training Programs

Even if your marketing organization has mastered the art of attracting, retaining and engaging employees, there's still the matter of onboarding. The most talented, highly skilled new employee is still going to need to ramp up on organizational goals, procedures and best practices.

The faster and more effectively a new employee can ramp up, the faster they will add value to your organization.

Traditional training models are simply failing the enterprise here.

Most marketing organizations subscribe to the “senior brain-dump” method of training new employees — where a supervisor or other senior person on the team trains the new employee, then releases them to their role when they're deemed ready. There are multiple problems with this model:

- There's no way to guarantee that the supervisor will train all new employees in exactly the same way.
- It's too easy for an employee to blame future poor performance on lack of training or a failure in the training curriculum.
- 88% of learners prefer to learn at their own pace,²³ and traditional training methods fail to align with this reality.

23. <https://towardsmaturity.org/2015/11/05/embracing-change-fast-facts/rt>

- Most importantly, a deep study by General Assembly actually found that there is no correlation between seniority and expertise!²⁴ So assigning a senior person on the team to train the new employee is no guarantee that they'll be trained well.

It's clear that the traditional "apprenticeship" most new marketing employees get is simply not good enough.

So what's the alternative?

A comprehensive online training program like CXL Institute that gets new employees up to speed quickly and consistently while also offering ongoing opportunity for training and development.

More than 40% of Fortune 500 companies use online training programs — and the reasons are compelling:²⁵

1. Online training programs take up to 40-60% less time than instructor-led training, ensuring faster onboarding and value delivery.
2. They allow employees to spend more time on material that is challenging, while moving more quickly through material they are already competent with.
3. They're more flexible to work with the employee's schedule and location, and don't require coordination of schedules or meeting space.
4. They're scalable. You can train multiple new employees at the same time, while ensuring they're getting the same quality training experience — critical for large organizations.
5. They allow you to track and assess the employee's training progress so you can quickly identify weak or strong skill areas and adjust your training for maximum success.

When it comes to helping new employees ramp up and add value as fast as possible, a comprehensive online training program such as CXL Institute has clear advantages over traditional onboarding methods.

24. <http://enterprise-go.generalassemb.ly/the-state-of-skills-digital-marketing-2018>

25. <https://elearningindustry.com/elearning-statistics-and-facts-for-2015>

CHAPTER 5

Avoiding the Toll Lane: The Cost Savings of Training Your Marketing Team With CXL Institute

By now you understand the benefits of training your marketing team: more effective marketers that achieve measurable revenue growth for the company, more engaged employees, higher retention, stronger talent acquisition, and improved onboarding.

But all of these benefits hinge on one important factor: choosing the right training program.

Simply put, not every marketing training program is created the same. Taking courses is time-consuming for your employees — so if you choose the wrong program, you're not only wasting money, you're wasting valuable employee time.

It's critical to do a cost-benefit analysis before deciding what vendor, format and content will work best for your organization.

Learning Should Be Location Independent

For a structured training program to work for everyone and for the long-term, it must be online. An online learning platform renders geographical location irrelevant, allows employees to learn on a schedule that works best for them, and enables employees to go back over challenging material again and again until they get it.

But there's also a huge cost savings involved in using an online learning platform.

Consider this: Many enterprise organizations opt to send employees to offsite training because it's cheaper than bringing trainers on-site. We looked at some of the most

popular marketing training courses from Data & Marketing Association, Salesforce, Brainstation, and the American Marketing Association — let's look at how the numbers break down:

- Average cost per-seat, per day for attendees: \$813
- Average cost of travel per employee: \$949²⁶
- Cost of lost work hours per day, assuming employee pay rate of \$30/hr: \$240

Say you send 5 employees to offsite training for 2 days: That's a total cost of \$15,275 ... for one round of training in one discipline.

And yes, that's still cheaper than bringing the trainer on-site. Consider the cost per attendee of the training program, travel for the trainer, renting a venue, breakfast and lunch for all participants, and lost employee work time.

Either way, 56% of learning programs are delivered face-to-face according to the recent Learning Benchmark Report from Towards Maturity,²⁷ and that's an expensive and ineffective option next to online solutions.

If cost isn't enough of a reason to consider online learning, effectiveness should be. That same report found that 69% of learners are able to quickly put into practice what they learn online.



"I love the relevance of the content and the way I can apply this to my job straightaway."

Alex Lewis, marketer at Calxa.

26. <https://www.certify.com/Infographic-TheAverageCostOfBusinessTravel.aspx>

27. <https://towardsmaturity.org/2016/11/19/unlocking-potential-business-learning-benchmark/>

CXL Institute offers online marketing training programs in all of the following areas for 65% of the cost of sending employees offsite — it can be used by all of your team members and requires no travel:

- Psychology and neuroscience for CRO
- Applied neuromarketing
- Landing page optimization
- UX
- Building data-driven personas
- A/B testing
- Copywriting and product messaging
- Building and scaling CRO programs
- Form optimization
- Persuasive website fundamentals
- Heuristic analysis for conversion audits
- Personalization
- Statistics for A/B testing
- Excel for marketers
- Google Analytics (beginner, intermediate and advanced levels)
- Data presentation and visualization
- Google Data Studio
- Google Tag Manager (beginner, intermediate and advanced levels)
- Content strategy and SEO for lead generation
- Applied AI
- Product-led SaaS growth
- Lifecycle email marketing
- Storytelling
- Organic acquisition
- Brand building
- Customer acquisition with SEO and PPC
- Ecommerce growth
- Facebook ads
- Referral marketing

Even better? New courses are being added all the time. Your marketing team can stay on the cutting edge of marketing year-round, 24/7, no matter where they're located.

According to the most recent Association of Talent Development study, per-employee professional development spending averages \$1,273 per year right now.²⁸ With an enterprise subscription to CXL Institute, you can train 100 employees in dozens of marketing disciplines for \$100 per year. That's less than 8% of the average annual cost of training.

Don't Play Chicken With Your Marketing Training Program: Learn from the Best

If you're sold on the value of online training — and by now, the numbers should have done all the convincing — the next question is: What training company should you use?

That's a good question. There are a lot of options out there. Not all of those options are good, however. In fact, studies show that 35% of learners find their learning content uninspiring, and 26% find it is completely irrelevant to their needs.²⁹

Obviously you're always going to get the best results from the best trainers and training programs. If cross-functional marketing training is important to you, however — and for most enterprise organizations, it's not just important, it's critical — you're going to have to spend time looking for the best program for every discipline. Finding one effective training program is challenging, but finding a whole range of them to meet your organization's varying marketing training needs is an exercise in frustration. You'll spend hours, days, weeks, even months searching for the best trainers across functions.

Or you could let us do that for you.

Our policy at CXL is to identify the top industry leader to teach every single course we offer. We identify and reach out to the absolute best practitioners in the world, and bring them in to teach their craft on our CXL Institute online learning platform.

28. <https://www.td.org/insights/atd-research-investment-in-talent-development-on-the-rise>

29. <https://towardsmaturity.org/2016/11/19/unlocking-potential-business-learning-benchmark/>



Michael Aagard, Senior Optimizer at Unbounce, shared, *"When I see the CXL Institute Certificate on a job application, it is an immediate stamp of approval. It means that the applicant has been trained by the best in the world, and that he or she learned CRO fundamentals like conversion research, web analytics, UX and testing strategy."*

Your team learns from the best — and they in turn become the best. They become more effective, more creative, happier, and infinitely more valuable to your organization.



"If you're looking to learn about optimization, I haven't found anything that trumps CXL Institute yet. You'll be learning from actual practitioners, not 'teachers.' Worth every penny."

Shanelle Mullin, head of content and growth at Shopify



"Peep and team are my #1 go to source for CRO intel."

Morgan Brown, author of Hacking Growth³⁰



"I love the UX of the site, how well built everything is, how well organized it is and how clear, straightforward and high level the content is. I've been in the internet field for 13 years and have covered about 20% of the material and it is outstanding."

Daniel Michan, owner of Adwords Institute

30. <https://www.amazon.com/dp/B01IZTCF6Y>

CHAPTER 6

Logging Your Mileage: How to Measure the ROI of Marketing Training for YOUR Organization

We've read the reports of marketing organizations being too slow to adapt, and struggling to bring once-agency-outsourced marketing activities in-house. We've heard that marketing organizations don't see the skills gap staring them in the face. But we know that enterprise-level leadership is savvier than that.

Your executive leadership already knows there's a skills gap in your organization. Nearly all CEOs (90%) surveyed by Deloitte believe their company is facing disruptive change driven by digital technologies, and 70% believe their organization does not have the skills to adapt.³¹

Leading enterprise companies are solving this problem with comprehensive online marketing training programs like CXL Institute.

Filling this skills gap for your own organization comes down to illustrating ROI. You need to be able to show senior leadership exactly how they're going to see growth from a professional development program.

This report should be more than enough to get approval for an enterprise subscription to CXL Institute. No other marketing training program offers a more comprehensive curriculum, better instructors, or a better return.

However, if you need to crunch the numbers for your specific organization so you can present them to senior leadership for approval, follow these steps to put together the most persuasive presentation:

31. <https://www2.deloitte.com/insights/us/en/topics/emerging-technologies/mit-smr-deloitte-digital-transformation-strategy.html>

- Identify your organization’s desired outcomes for a marketing training program. Establish your KPIs (key performance indicators): e.g. conversion rate improvement, increased website traffic, decreased employee turnover.
- Describe how CXL Institute will enable your organization to meet these outcomes. You can find descriptions of all of our available and upcoming courses at <https://conversionxl.com/institute>
- Include the cost: \$10,000 per year for unlimited employee access.
- Calculate the potential savings. Use the formulas and baselines included in this report to calculate the cost of offsite, in-person training; the cost of employee disengagement and turnover; and the cost of marketing ineffectiveness.
- Compare costs to savings.

We encourage you to continue measuring ROI long after you’ve launched the training program to your team. There are several measurement models available in the “Measuring the Success of Marketing Training” section of the CXL article *Making Marketing Training Work: Closing Skills Gaps, Proving Value*.³²

32. <https://conversionxl.com/blog/marketing-training/#measuring-the-success-of-marketing-training>

Ready to see how CXL Institute
can help your marketing
organization achieve better
results and drive more profits?

SCHEDULE A DEMO:

<https://conversionxl.com/institute/for-teams/>

Or give us a call at (+1) (800) 538-6216

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