

# CASE FILE: PROTRAININGS



## ORGANIC ACHIEVEMENTS



930 KEYWORDS NOW RANKING IN POSITIONS 1-10 ON GOOGLE



INCREASED ORGANIC BLOG TRAFFIC FROM 70 TO 1,195 WEEKLY UNIQUE SESSIONS



B2B LEAD NURTURE EMAIL OPEN RATES OF 25.2%-56.8%



B2B LEAD NURTURE CLICK-THROUGH RATES OF 2.7%-13.1%

## ABOUT PROTRAININGS

ProTrainings is an online training and tracking platform that provides life-saving certifications such as CPR, first aid, HIPAA compliance, ergonomics, and sexual harassment awareness.

ProTrainings' commitment to providing accessible, high-quality training material makes them the perfect partner for organizations with mandated training requirements.

## THE PROBLEM

Before working with Cornell Content Marketing, ProTrainings faced several **issues with brand awareness, website traffic, and conversions**. For example, ProTrainings' **visual branding fell short** of conveying the high-quality training they provide. This misalignment impacted their reputation and prevented them from fully connecting with the B2B audience they aimed to serve.

The company also **struggled with poor search engine visibility and, as a result, low website traffic**. Despite having a library of content, their blog was attracting fewer than 80 unique visitors per week, leaving them hidden on the SERP behind competitors like the American Red Cross and American Heart Association.

The company was also facing the complex challenge of transitioning from a B2C strategy to focusing on B2B relationship-building — all without losing their existing B2C customer base.

Finally, despite generating leads, there was no strategy for converting B2B leads into clients throughout the lengthy decision-making process and sales cycle. The new B2B sales funnel was lacking any mid-funnel nurture series, which meant the company was losing tens of thousands of pipeline dollars per lead every day.

## THE SOLUTION

Beginning in August 2022, Cornell Content Marketing implemented a psychology-driven organic marketing strategy to address ProTrainings' challenges with brand awareness, website traffic, lead nurturing, and conversions.

The first step was implementing a competitive SEO strategy. Cornell identified high-value keywords and optimized ProTrainings' content to outperform their dominant competitors. Better keyword integration and content enrichment boosted their Google rankings and dramatically improved the brand's visibility and website traffic.

“CORNELL CONTENT MARKETING DOES AMAZING WORK. THEY TOOK OUR CONTENT TO THE NEXT LEVEL — ACTUALLY, TWO LEVELS UP. THEIR TEAM IS INCREDIBLY ORGANIZED, COMMUNICATIVE, AND STRATEGIC, MAKING THE ENTIRE PROCESS SEAMLESS AND EFFECTIVE. WORKING WITH THEM WAS A GAME-CHANGER, AND I HIGHLY RECOMMEND THEM TO ANY COMPANY LOOKING TO ELEVATE THEIR CONTENT MARKETING EFFORTS.”



Tyler Accardi,  
Director of Marketing,  
ProTrainings



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For example, several of their highest value keywords gained rank **from far beyond page 4 of the SERP to securing positions 1, 3, 4, and 7 on Google**. As a result, ProTrainings' organic blog traffic jumped **from 70 unique users per week to nearly 1,200 unique users per week**.

Cornell also restructured the buyer journey by applying the **Stages of Change Model** — adapted from Rai Cornell's background as a counselor in the mental health industry — to the traditional sales funnel.

This allowed ProTrainings to gain **deep and valuable insights into their ideal buyers' decision-making and behavior change**. Cornell took this strategy several steps further **to create SEO content, landing pages, videos, and lead magnets** that spoke to the internal experience of ProTrainings' ICP.

To flesh out ProTrainings' sales funnel, Cornell introduced **a sophisticated email nurture strategy that engaged leads** throughout the long buying cycle.

Finally, to **improve conversions**, Cornell created content that directly addressed real-world challenges revealed during sales calls and placed that content higher on the funnel to **increase the likelihood that prospects were pre-sold and favoring ProTrainings**, even before they spoke to a sales rep.

## THE RESULTS

The results were dramatic. ProTrainings saw their weekly blog traffic soar from **60-70 unique visitors per week to 1,195** by September 2024, a massive increase that drove more awareness and engagement with their brand.

ProTrainings significantly improved its search engine rankings, too, with **124 new keywords ranking in the top 1-3 positions on Google and an additional 806 keywords ranking in positions 4-10**. The heightened visibility allowed them to capture a much larger share of the online training market.

Cornell also transformed ProTrainings' email marketing strategy and achieved **open rates of 25.2% to 56.8%, while click-through rates hit an impressive 2.7% to 13.1%**. Additionally, Cornell's emails for the company have an **extraordinarily low unsubscribe rate of 0.01%**, indicating strong resonance and desirability between the B2B prospects on the list and the content of the emails.

Finally, with leads receiving highly valuable and desirable nurturing, the sales team could close deals faster and more efficiently, as leads were better prepared and had fewer questions by the time they reached the sales stage.

With the help of Cornell Content Marketing, ProTrainings has greatly enhanced their online visibility and established a steady flow of inbound prospects actively seeking training solutions. Because these leads are 80-90% pre-sold before reaching the sales team, ProTrainings is now closing more deals, faster.