



# Case Study: Chartered Institute of Marketing



**The Chartered Institute of Marketing gained a dramatic improvement in marketing performance—here’s how:**

The Chartered Institute of Marketing (CIM) is the UK’s leading provider of education and professional qualifications for marketing personnel. It has impressive facilities in the Thames Valley at which it runs a wide variety of courses in addition to the professional qualification courses that lead to the professional qualification.

The CIM spends a major part of its annual marketing budget promoting its short courses (1 to 5 days) to businesses.

### The Situation

The CIM asked Atrium Group to help it address two issues. Firstly, its systems were making it very difficult to extract data to run marketing campaigns and secondly they needed to dramatically improve the Return on Marketing Investment (ROMI) that they were achieving with their campaigns. The campaigns predominantly revolved around mailing the



course catalogue three times per annum and following this up with telemarketing aimed at businesses who they believed might be in a position to book staff onto courses.

### Three Data Sources

CIM had, essentially, three different data sources – firstly those who had made enquiries about courses, predominantly via the Web, secondly the database of CIM members and finally the course booking system. These different systems, of course contained significant duplication. So the first step was to merge all three together to create a “single customer view” datafile. And, because this was overwhelmingly a business-to-business database that view was based around company site. For the first time CIM was able to see, by company site, who they were communicating with, how often they were communicating and how much revenue they were getting from those sites.

### Powerful Insights

The first thing that became obvious from the data was that the sites with CIM members were far less likely to book training courses with the CIM than non-member

sites. The second insight was that, when we added in the marketing budgets that organisations had available, we found there was a near-perfect correlation between the size of marketing budget and expenditure on marketing training with CIM. Finally, we discovered that the CIM database needed enhancing with additional high –level contacts, especially within potentially high-spending organisations.



### The Results

The CIM dramatically reduced the mailing of its quarterly catalogue whilst increasing the revenue achieved from it. As a result, the investment in all the work undertaken by Atrium for the CIM paid off on the very first mailing. Overall, their marketing ROI improved by over 40%.

### Why Atrium Group?

Our consultants have all spent many years working in blue-chip organisations, so we understand your pressures and issues. Which is why we focus on providing pragmatic, effective solutions that are easy to implement, fast to deliver and highly cost-effective. Our business-to-business clients include British Standards Institution, Chartered Institute of Marketing, Cisco Systems, nPower, RSA Security, Samsung, Gartner and Attach-Mate.

### Next Steps

To find out more about how we could make a difference for you, please call us now on +44 (0) 1189 880 321 . Or visit our website at [www.atriumgroup.com](http://www.atriumgroup.com)

**“We improved our marketing ROI by over 40% with [Atrium’s] help.”**  
Jonathan Dutton, Operations Director,  
Chartered Institute of Marketing