

# CASE STUDY

Edugo.ai uses Yenox Consulting to optimize their LinkedIn presence and increase company brand awareness, connecting with more language schools managers to drive digital transformation.

## About



edugo.ai

Backed by Microsoft and Amazon Web Services accelerators, Edugo.AI is the first EdTech company specializing in intelligent adaptive language education expanding worldwide.

Headquartered in Hong Kong, with offices in China and in Italy, Edugo has developed an advanced system which leverages artificial intelligence and a set of NLP (Natural Language Processing) algorithms to improve and accelerate the second language learning process and advance educational institutions.

Edugo.AI was looking for a new way to connect with directors and managers of language schools and form new relationships to drive the digital transformation of the education sector.

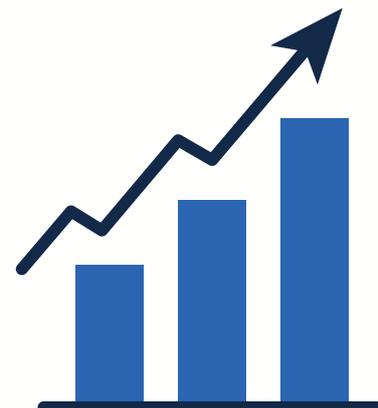
## Crafting a compelling content strategy

The first time I decided to choose LinkedIn as the main channel for our marketing was when our business was still B2C. We figured out that our main customers were busy professionals, so where do you find busy professionals?

Of course, you find them on LinkedIn! It was the best channel to target this specific segment of the market. Then we actually pivoted our product from B2C to B2B and we start to sell our software solution to schools where the decision-makers were school managers and VP of education.



Giuseppe  
Tomasello  
Edugo.ai  
Founder &  
CEO



# LinkedIn Positioning as the "Go to Experts" in Language Education niche

## Establish trust to close B2B sales.

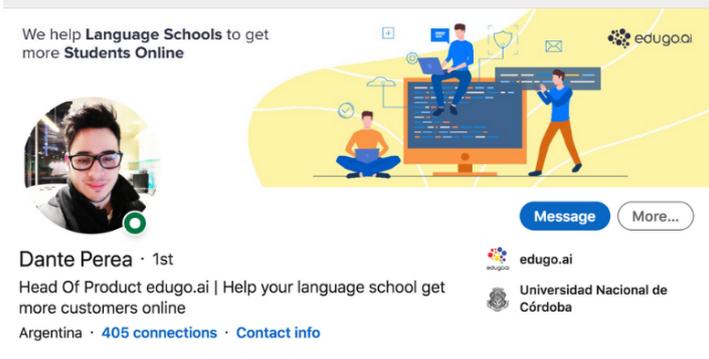
I think the main problem when you want to close a B2B sales is to establish trust with the people you want to sell especially with schools because they are going to rely on your software for a long time.

LinkedIn is a great platform to do that, right now our strategy for Edugo.ai is to create a lot of content so we can position ourselves as the "Go to Experts" in this specific industry niche of digital transformation for language schools. By positioning as the experts and delivering value via the content we started to build the trust that was needed to close the deals.

**Yenox** enabled us to build a better system for creating and distributing the content. Both are really important, the content creation part is important because it needs to resonate with your audience's problem. For us, it entailed to create blogs or posts like videos, documents, text-based, and most recently webinars

We have about 14 people in our team and all the team members are involved, however, **Yenox** first worked with us to create their LinkedIn profile for those team members who didn't have one and optimize it and then to build also the connections strategy, so that we are connecting with the right decision-makers of our target audience.

## Edugo. ai Team Profile Optimization



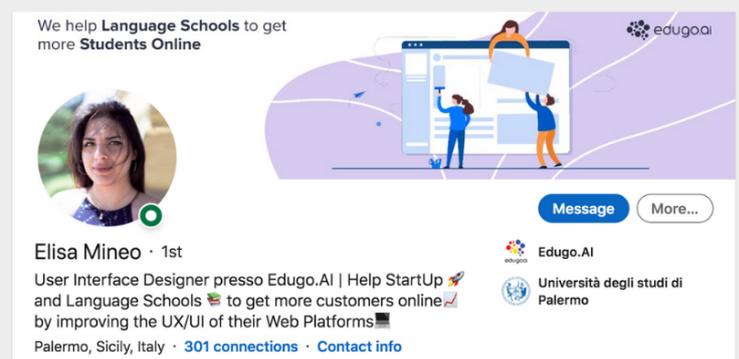
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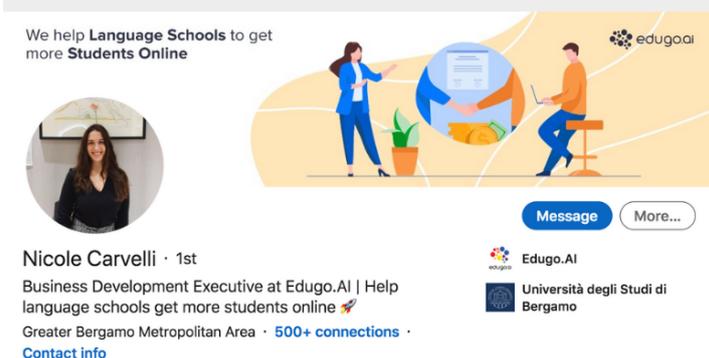
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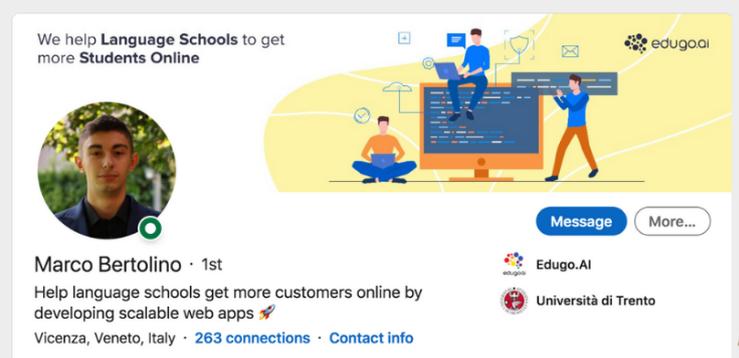
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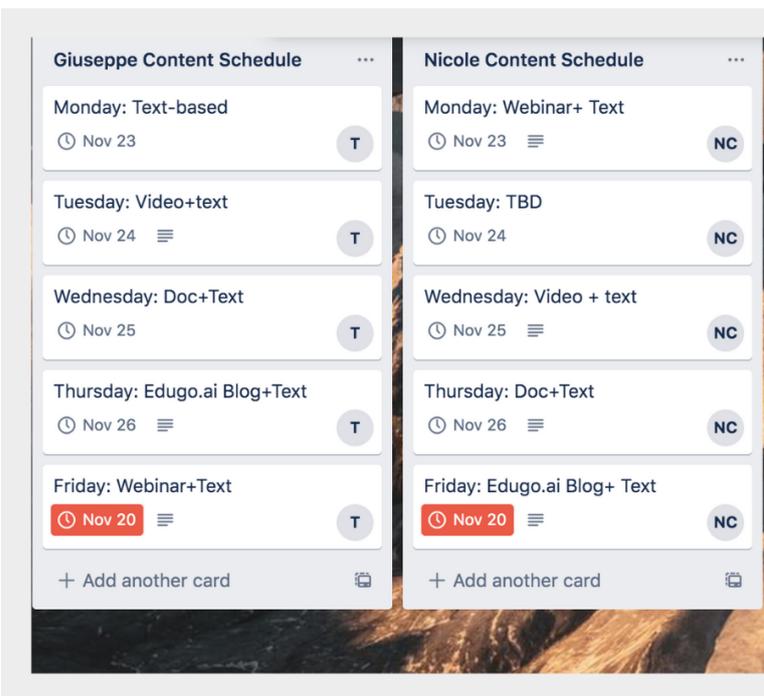
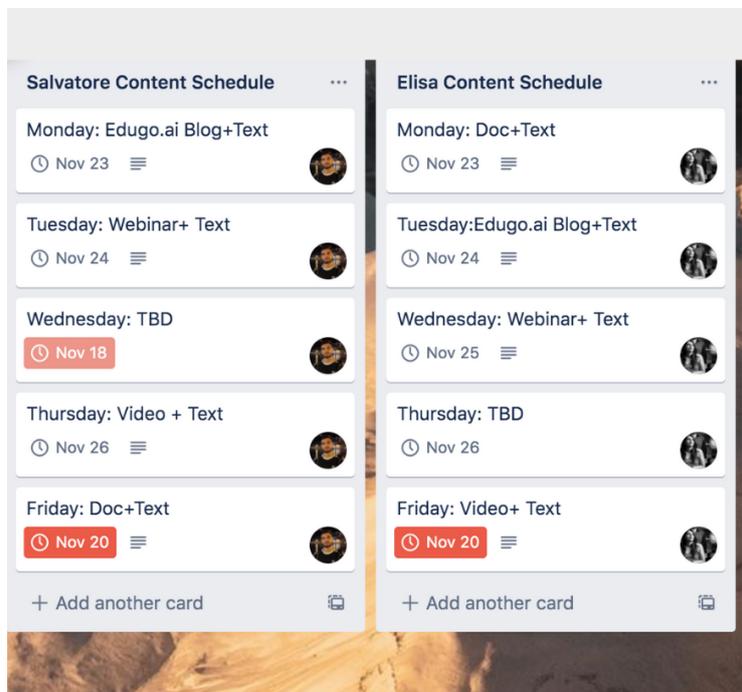
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 Edugo.AI  
 Università di Trento

# LinkedIn Positioning as the "Go to Experts" in Language Education niche

## Strategy deployment

The second part was actually even more important which is the distribution of this content. **Yenox** helped us to create this kind of content distribution schedule and to involve all the team in the publishing of the content.



Once all the team members started to post regularly with their profile as a consequence of deploying this good strategy, we increased the exposure of our content to our target customers and therefore awareness.



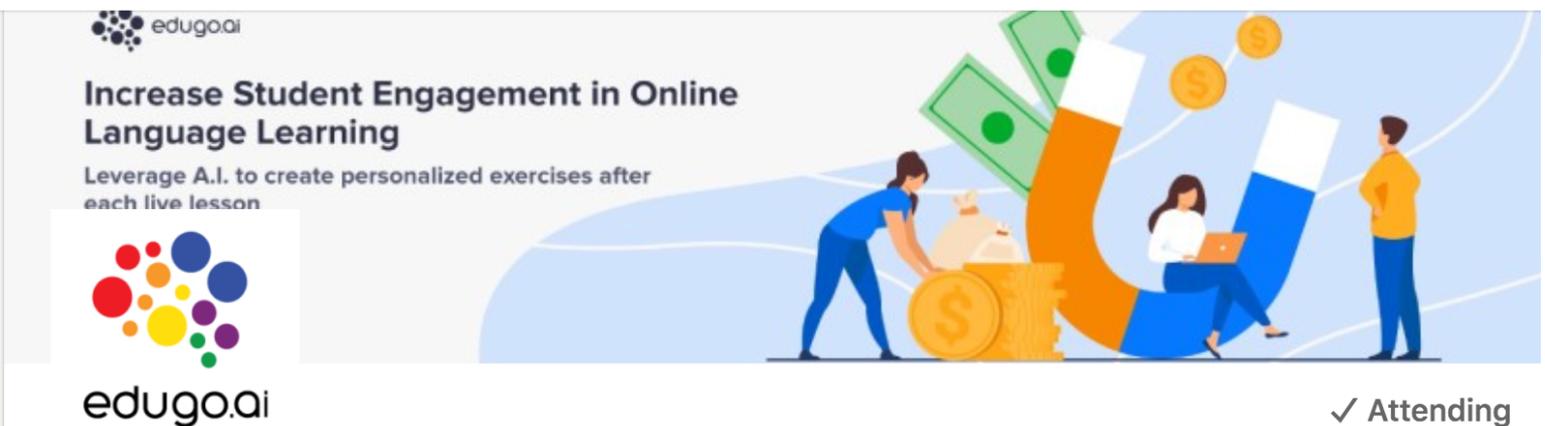
# Yenox optimization strategy lead to 80% increase in lead generation

## What are the results?

The impact has been pretty good so far, we are now getting many leads from LinkedIn, around 80 to 90 percent of our business right now is coming from LinkedIn which is amazing if you think about it.

To give another example with some numbers, we have started to do webinars, and the last one that we organized we got more than 700 people who are going to attend the event on LinkedIn.

So I think that is an incredible amount of target customers and leads that are aware of our company right now and hopefully, we're going to convert step by step those leads into paying customers. So this was an incredible result with big numbers that we were able to reach thanks to **Yenox Consulting**.



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