



ITCT Nigeria

Training & Professional Development Program Provider — Nigeria

THE CHALLENGE

As a training and professional development provider, ITCT depends on staying consistently connected with prospective and enrolled participants — communication that's easy to let slip without a structured system behind it.

WHAT WE DID

Feliglo built out ITCT's email marketing — structured campaigns and sequences designed to keep prospective and enrolled participants engaged rather than going cold after initial contact. Feliglo also helped ITCT establish closer, more consistent touchpoints with their clients.

THE RESULT

ITCT's client relationships are now built on consistent, structured contact rather than sporadic follow-up. The shift in how connected they feel to their clients came through directly in their own words.

"Thank God for connecting with you."