



# SOFT SKILLS RESPONSE ANALYSIS

Year

2023

2024

Month

All

Channel

All

Country

All

113.50

Avg. Monthly Responses

1135

Total Respondents

433

Positive Responses

17

Countries

590

TotalResponses

WhatsApp

157

TotalResponses

LinkedIn

62

TotalResponses 2

Referrals from

33

TotalResponses 2

Twitter

5

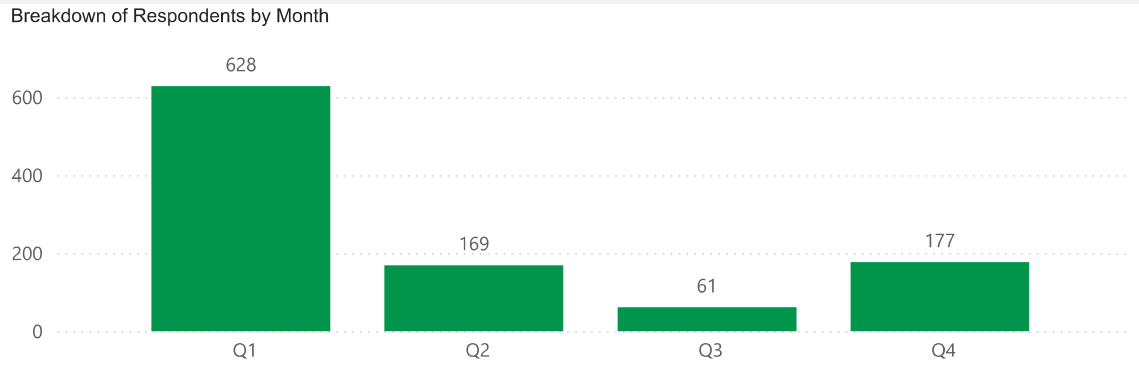
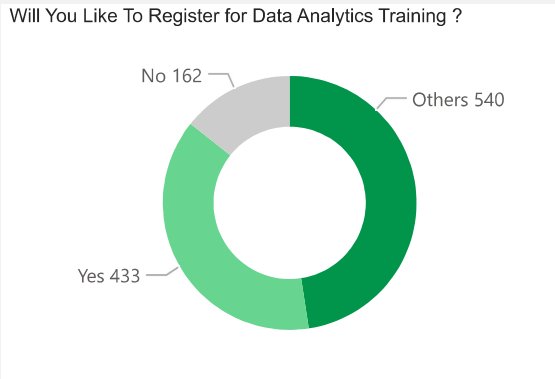
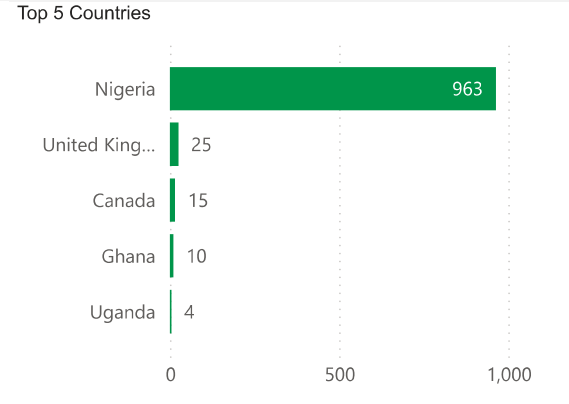
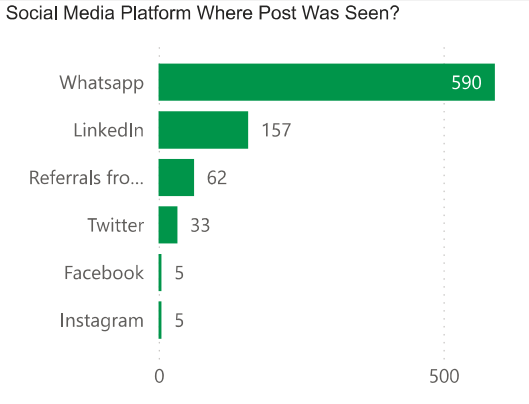
TotalResponses 2

Facebook

5

TotalResponses 2

Instagram



## SUMMARY

- 51% of the respondents found the post via Whatsapp while 14% of respondents found the post via LinkedIn
- 84% of the respondents are from Nigeria
- 37% of the respondents are willing to register for the training while 49% of the respondents gave generic responses
- The highest number of respondents was recorded on 22nd March, 2024

## RECOMMENDATIONS

- Since more than half of the respondents found the post via whatsapp, continue using the channel for future promotions and consider creating a vibrant whatsapp community for broadcasts or adverts
- Although only 14% of respondents found the post via LinkedIn, this platform has potential for professional networking. Enhance your LinkedIn strategy by increasing post frequency, utilizing LinkedIn ads, and engaging with relevant groups and influencers to boost visibility.
- Since 49% of respondents gave generic responses, it indicates a need for more engaging or specific calls-to-action. Refine your messaging to be more compelling and specific. Consider follow-up surveys or direct outreach to better understand and address their needs.
- With 37% of respondents willing to register for the training, there is significant interest. Develop targeted campaigns to convert this interest into actual registrations. Provide clear benefits, success stories, and testimonials to encourage sign-ups.
- The highest number of respondents was on March 22, 2024. Analyze what factors contributed to this spike and replicate them in future campaigns. This could involve the timing of posts, the type of content shared, or concurrent events.