

Optimum7

Higher Education Institution

Case Study

The Customer/

Our client is a higher education institution based in South Florida. They specialize in conferring higher education degrees and professional medical certifications. They first became a client of Optimum7 in April of 2013 in order to increase their enrollments through the implementation of organic and paid traffic digital marketing strategies.

Challenges

The challenge our client faced was simple: they wanted to increase the number of students enrolling in the university's programs in order facilitate an aggressive growth rate and rigorous expansion strategy. They also had technology challenges regarding their website, lead generation, lead follow up and registration systems.

Our client needed to rank more highly on search engine result pages for terms related to the programs it offered both locally and online. Because the education sector is a highly competitive market, we had to focus on helping our client rank for niche keywords--knowing broader keywords might be too competitive to rank for. Furthermore, we needed to focus on our client's strengths and what made them stand out in the crowded South Florida higher education market. We also needed to build our client's brand and get them in front of potential leads, wherever they might be.

Our client also faced a struggle with phone call quality assurance and lead generation. We were able to bring our unique consultative experience into the mix by providing accountable, measurable solutions to the QA problems they faced. This included phone call recording and monitoring, along with actionable recommendations to improve their phone call quality and conversion rates.

When we first reviewed our client's website, we noticed that they had minimal content on their website designed to bring in the organic traffic that would generate leads. Analytics data showed this stark trend just prior to April 2013. Our client had not integrated with Analytics until just prior to this date and as such, Analytics data is incomplete prior to October 2011 below. Nonetheless, we can see that growth was flat from the point Analytics started tracking, to when they first became a client.

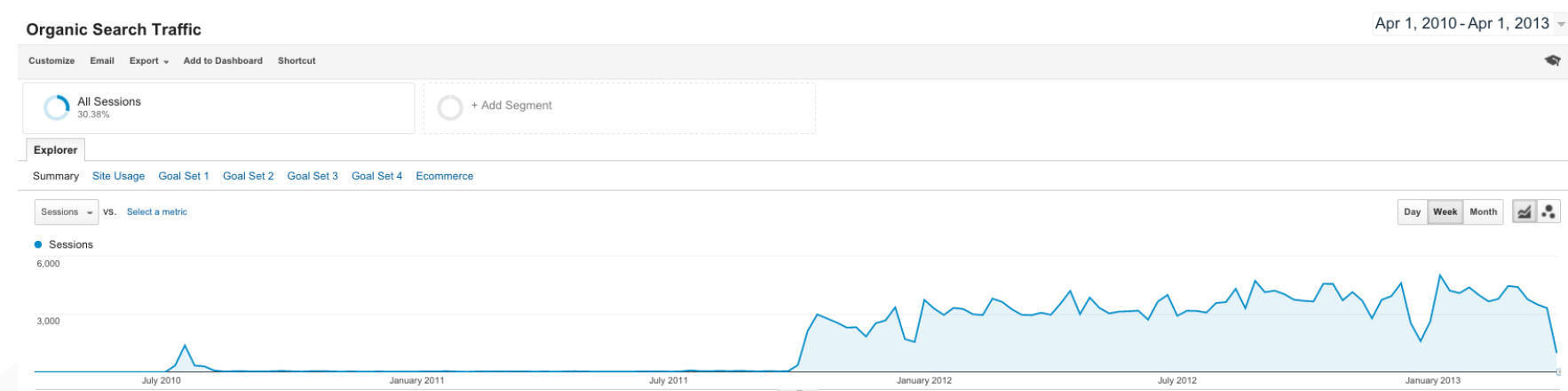
Our client also lacked visibility online in terms of branding, press releases, and social media. The stagnant growth below is typical of a higher education site without a solid content strategy and online marketing efforts in the digital age.

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A multifaceted approach was devised to combat our client's lackluster online lead generation and enrollment numbers.

Approach/

1. Content Marketing
2. Paid Search (PPC)
3. Retargeting (PPC)
4. Facebook Marketing
5. LinkedIn Marketing
6. Press Releases
7. New Responsive Site and Design
8. Creative Ideas

A [content marketing strategy](#) is critical for use by any brand trying to increase its organic traffic. Higher organic traffic directly translates into greater conversions or leads. We identified our client's niche service--higher education degrees and certificates--in order to create content designed to bring in targeted traffic.

A [pay-per-click \(PPC\)](#) strategy was devised to get our client in front of potential leads when they may not have been able to do so via organic rankings alone. We ran paid ads on the Google Search Network, AdRoll, Facebook and LinkedIn, while noting the importance of particular platforms needed for advertising particular programs on.

[Retargeting](#) was implemented to help boost conversion rates by staying in front of users who did not convert the first time that they visited the institution's website. Retargeting ads, a form of PPC, allowed them to stay in front of potential students around the web.

[Facebook Marketing](#) was used due to its formidable ability to target very niche audiences, such as people that might be interested in Business or Criminal Justice programs degrees within a particular age range and geographic area.

[LinkedIn Marketing](#) was also implemented due to its ability to reach an audience of mature professionals that might be more interested in the graduate programs offered by the university.

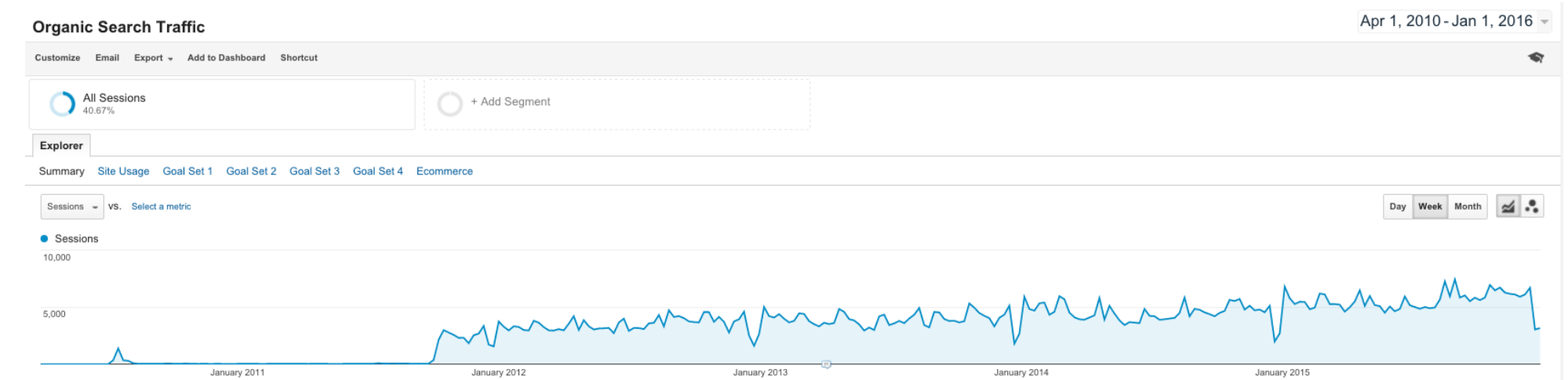
[Press releases](#) distributed to increase visibility and encourage potential 3rd party syndication. Several press releases were responsible for generating hundreds of thousands of pageviews simply by increasing our client's publicity.

A [website redesign](#) was undertaken to make the client's website responsive and therefore mobile friendly, acknowledging the importance of user friendliness across all platforms and devices. WordPress was utilized as the primary content management system (CMS) due to its ease of use for a large organization.

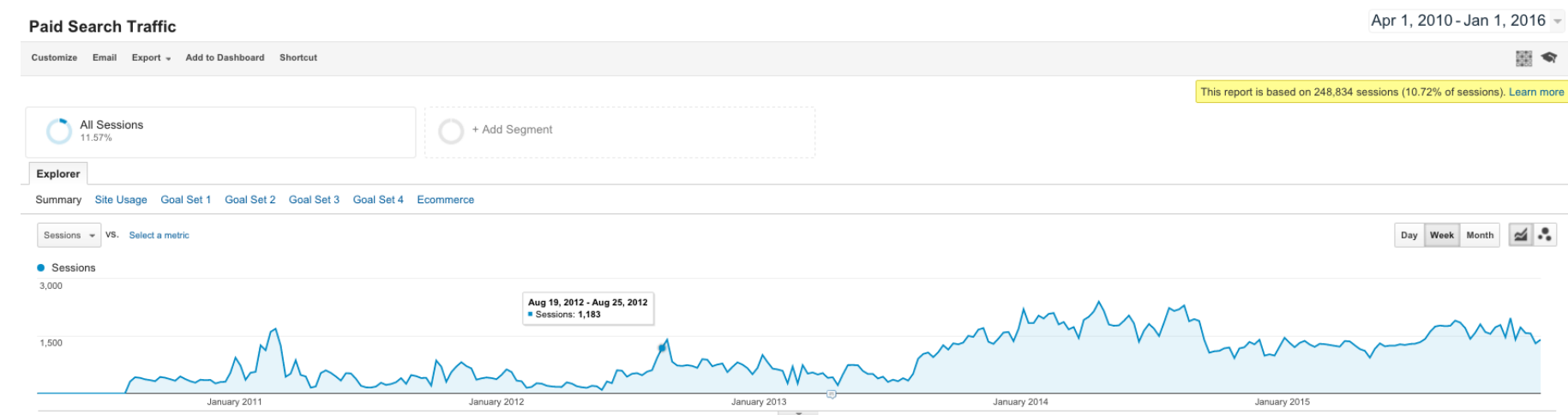
[Creative ideas](#) were also devised to generate traffic and build high authority backlinks. This included an outreach strategy using HARO to make pitches to journalists on stories the higher education institution could comment on.

Results/

Several months after implementing our initial content strategy and paid search efforts, we began to reap the fruits of our labor and started to see a steadily increasing number of average daily sessions on our client's website that has since continued. Our carefully crafted content began to help increase organic traffic

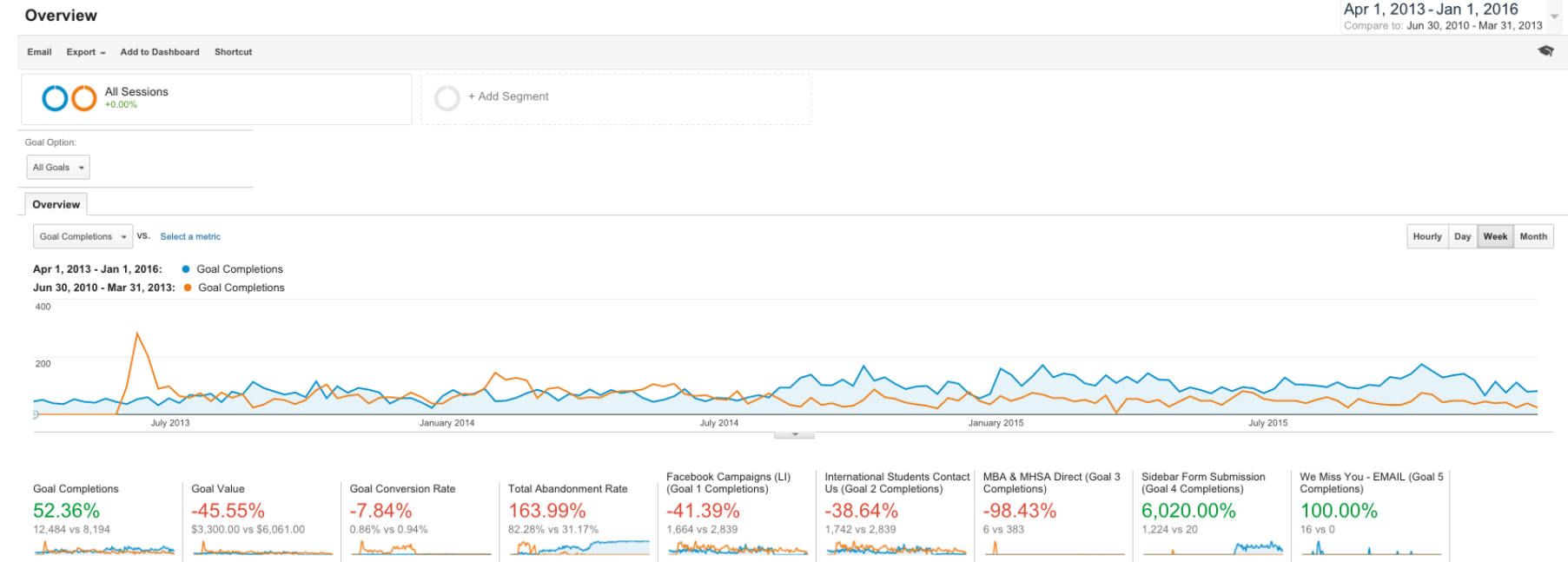


Prior to working with us, our client had essentially made zero paid search marketing efforts. Paid search traffic grew exponentially starting on April 2013 as we started to get them traffic from search terms that they did not originally rank high on organically.



Organic and paid search traffic are relatively good indicators of how a website is performing. But ultimately, we have to know if users are doing what we want them to do when they visit our clients' website. This is measured in the number of conversions or goal completions, which include buying something or submitting a contact form. The number of online goal completions increased by over 50% since we began executing our organic and paid search strategies in April 2013. This meant more leads were submitting contact forms and they were making phone calls that could make them potential enrollees.

This proved to be another confirmation that our ongoing goal to generate more leads and therefore more enrollments has been a successful one.



Social media marketing proved to be very successful for our client as well, generating several hundred leads over a few months with very reasonable CPA's around the \$50 mark. Higher education CPA's are notorious for being quite high due to the earnings potential they represent for these institutions. Our fully integrated lead capture and tracking system utilizing the Facebook Conversion Pixel, Google Analytics and Wufoo forms allowed us to qualify all of the leads received with a considerably lower CPA than average.

Conclusion/

By implementing real and effective digital marketing strategies such as content marketing, pay-per-click advertising, social media marketing and a revamped website, we were able to make a real difference for our client. They are now meeting their growth strategy goals and are in the process of expanding their campus to accommodate the increased number of enrollments.

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