

Case Study

Producing year over year ROI, increasing the enrollment & revenue of our flagship client



Services Utilized:

Digital Marketing

- Search Engine Marketing
- Search Engine Optimization
- Email Marketing
- Social Media Marketing
- Programmatic Display

Web Design

- Responsive Website Design
- Email Blast Design

Development

- Responsive Website Development

Traditional Advertising

- Event Activation
- Print Collateral Design
- Video Production

Public Relations

- Publicity Outreach

Industry: Education

Location: Ashland, OH

Project Opportunities

For more than 40 years, Ashland University's MBA Programs have helped students achieve competencies most prized by organizations looking to hire or promote individuals into positions of increasing responsibility. Ashland University's Dauch College of Business and Economics MBA Office hired VividFront to launch an extensive integrated marketing campaign.

VividFront set down to resolve three challenges:

- Create a responsive website to streamline the application process for prospective students
- Increase awareness of additional program offerings outside of Ashland, OH to increase enrollment
- Establish credibility and presence in an ever-growing and competitive industry

The Strategy

VividFront worked with the Ashland University MBA Programs Office to design and develop three new websites that fit the needs of their programs and the interest of prospective students. VividFront created clear visuals of the program options and benefits along with strategic SEO content. Most importantly, VividFront built easy to navigate lead generation and application forms to quickly acquire information. In addition, VividFront developed an extensive integrated marketing campaign reaching prospective students through a variety of platforms including Google, Facebook and LinkedIn.

The Results

Over one school-year (June-May), in our first-contract year we accomplished:

2,506 ↑

Qualified Leads

49% ↑

Increase from Prior Year

Leads Generated

Users that have indicated interest in your company's product or service by converting a call to action

Return on Ad Spend (ROAS)

How much earned for every dollar spent on Ads, measured as a percentage

3133.63% ↑

ROAS