

Education Case Studies

What follows is a high-level representation of creative and statistics relative to academic clients we have worked with around the US. In order to remain sensitive to proprietary information within this industry, we have truncated the majority of the case studies, specific names, key performance indicators and detailed statistics for each. However, this experience is crucial to our demonstrated abilities, and so we have combined our education experience into a collection rather than individual case studies.





CASE STUDY A:

Education Client

Client experienced an influx of conversions in form fills for year one, defined as form fills of students requesting more information on specific programs.

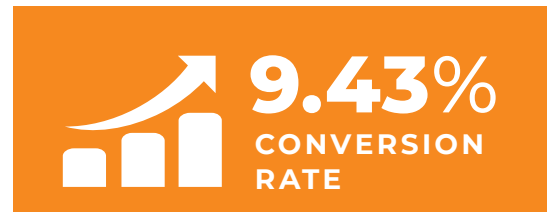
CONVERSIONS

Conversions are form fills of students requesting more information on specific programs. During the impression campaign, a 283.33% increase in conversions was experienced.

THE RESULTS

The client is very satisfied with the leads and enrollments generated by the campaign and a renewal was received for the next year. We discovered waste in their old campaign which was eliminated and resulted in better targeting their investment to potential students

- Conversion rate: 9.43%
- Conversions: 507
- CPA: \$108
- Clicks: 40,412
- Impressions: 10,613,480
- CTR: 0.38%
- Avg. CPC: \$1.85
- Cost: \$74,826.64
- Avg. Position: 2.4



CASE STUDY B:

Anonymous 4-year Public State College

CHALLENGE

Our client wanted to drive increased application submissions from high school students for the Honors Program at a 4-year public state College. The campaign targeted parents with students near high school graduation. The goal: encourage these students to tour campus and apply to the Honors Program.

MARKETING PROGRAM / SOLUTION

Using declared, observed and predictive data tied to an ePostal database, potential audiences were identified in specified zip codes / counties.



14%
INCREASE IN
APPLICATIONS

CASE STUDY C:

SEM Enterprise for Anonymous College Client

BACKGROUND

The institution's marketing department's general, business, and engineering school search budgets were managed by a competitor for the previous three years. Clicks were directed to search-only, custom, program-specific landing pages, and the goal was to drive form fill inquiries from prospective students in surrounding areas. At the time, before our SEM Enterprise team took over management of the client's SEM account, their best six month performance ever was 400 form fills (leads), and lowest CPA ever was \$160.

THE RESULT & MONTH-OVER-MONTH GROWTH

- In the first seven days from the launch, we drove **108 leads at a CPA of \$56**
- The lead flow was so strong that the admissions office called the marketing director to find out "what the heck was going on!"
- In four months we drove **759 leads at a CPA of \$74**
- Since year 1, we have continued to optimize the campaigns based on the client's most important KPIs. **The result has been month-over-month improvement and growth.**

▲ **23%**
CONVERSIONS

▼ **4%**
CPA

▼ **34%**
AVERAGE
CPC

▲ **41%**
CLICK
THROUGH
RATE



CASE STUDY D:

Hillsboro Aero Academy

CHALLENGE

Hillsboro Aero Academy (HAA) is a trade school that allows students to master airplane and helicopter piloting. Since 1980, thousands of pilots have graduated from its training courses. Since the academy reaches a specialized audience, with 40% of students hailing from over 75 countries outside the U.S., they rely on a strong SEM presence. HAA's previous SEM vendor, wasn't providing clear insight into the campaigns. So, the academy switched to MLive Media Group for greater SEM expertise, visible results and transparent reporting.

STRATEGY

Our team worked closely with HAA to optimize its campaigns for keywords like "helicopter pilot training," sharing results and insights early and often. With our regular reporting, HAA now has the ability to clearly see the results of our strategy on an ongoing basis.



RESULTS

- **Website traffic increased 58.3%** in the first five months
- **CTR doubled to 8%**
- Received an average **15 strong leads per week**

CASE STUDY E:

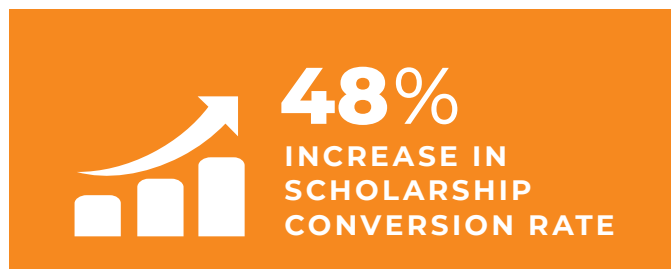
Michigan Colleges Alliance

SERVICES

- Creative
- SEM
- Display
- Branding
- Social Media
- Lead Generation Strategy
- Google Tag Manager
- Content Marketing

RESULTS

- **6% increase** in Scholarship form fills
- **48% increase** in Scholarship conversion rate
- **28% increase** in average session duration
- **42%** of these are directly attributable to our marketing efforts



CASE STUDY F:

Anonymous Mid-Sized Michigan University

This university approached our firm to generate a new “mix” of students. Specifically, they wanted to adjust the feeder states for their school.

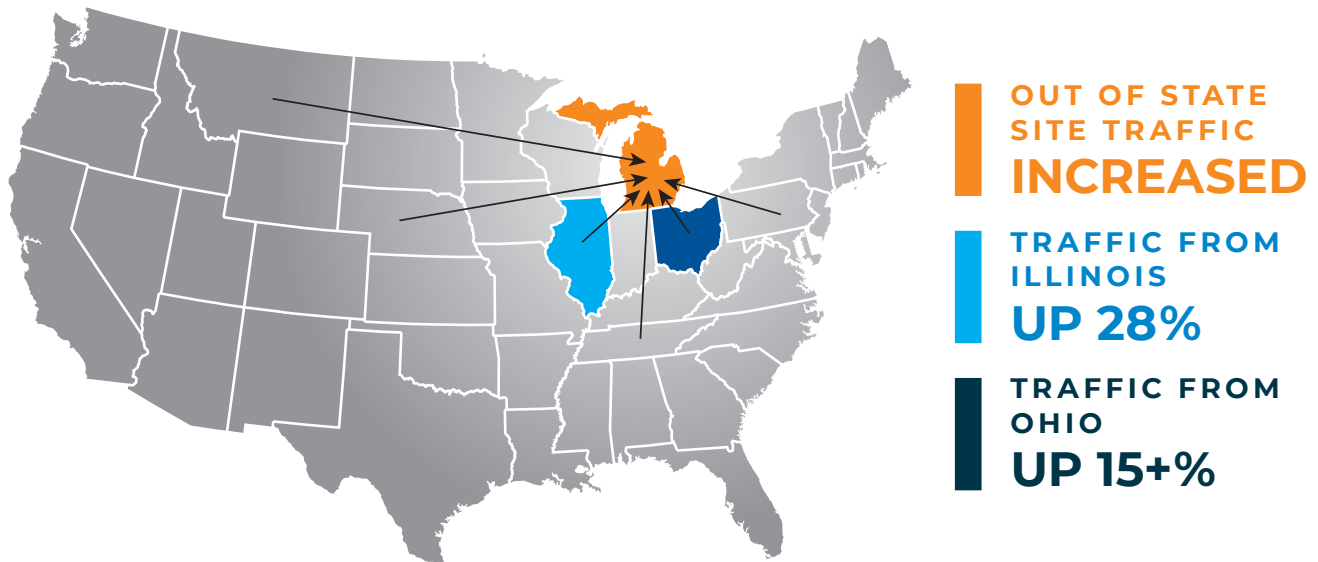
SERVICES

- Creative
- SEM
- Targeted Display
- Email Marketing
- Analyzed and provided web recommendations based on departmental need

TIMEFRAME

Two years

RESULTS



CASE STUDY G:

Ferris State University

Ferris State University approached MLive Media Group with a pain point: they wanted to increase applications and enrollment for their online MBA academic programs. Our strategy centered on content creation, paid and organic social media promotion, targeted online display impressions, and a paid search strategy focused on high-intent keywords. MLive Media Group deployed content assets designed to engage prospective students visiting the FSU website. MLive Media Group employed targeted social media ads and re-messaging, display impressions and PPC to support the storytelling activity and enhance brand awareness with qualified student targets.

SERVICES

- Services:
- SEM
- SEO
- Display Impressions
- Creative Design
- Sponsor Content Development and Amplification
- Social Media Management
- Web Design and Development
- Video Creation
- Pre-Roll

RESULTS

The MLive Media Group campaign and efforts have generated tremendous awareness, demonstrated by the increase in FSU web site traffic volume. An increase of almost 700%. Even more importantly, we have seen increases in engagement and upper-funnel conversions – with last reports showing an approximate 15% increase in applications.

