

The University of Missouri Trulaske execMBA Program partnered with Converge to explore new and innovative methods of engaging and recruiting qualified prospects through digital marketing.

CASE STUDY | DIGITAL ADVERTISING

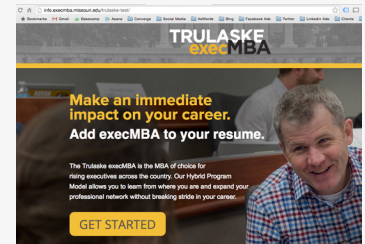
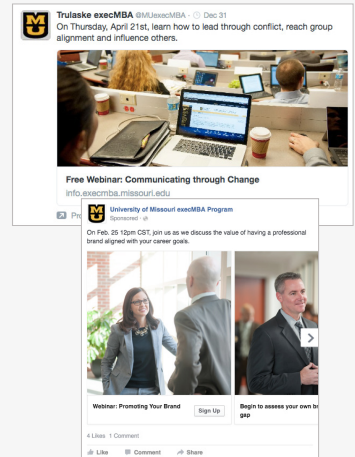
STRATEGY

PERSONAS, MESSAGING, LANDING PAGES

- Crafted user personas to drive messaging, landing page copy, ad design and audience targeting strategy
- Designed and developed a conversion-centered landing page design that was integrated with CRM to better understand engagement of leads

DIGITAL ADVERTISING

- Targeted users based on their demographics and behaviors on Facebook, LinkedIn, Twitter and display networks
- Implemented Search Engine Marketing (SEM) efforts to reach high-intent users
- Executed retargeting strategies to reach users engaged landing page and website visitors
- Promoted events, webinars and admissions deadlines to prospects and high-engaged users



"The Converge team's digital advertising expertise and responsiveness is impressive, to say the least. They brought fresh ideas to our conversations, and those ideas have helped us generate results with new leads"

CAITLIN WAY, DIRECTOR OF ADMISSIONS AND MARKETING, UNIVERSITY OF MISSOURI TRULASKE EXECMBA PROGRAM

RESULTS

YEAR OVER YEAR INCREASES

- 11% increase** in inquiries
- 25% increase** in applications
- 10% increase** in enrollment

COHORT WAS MORE QUALIFIED

- 12% more** leadership experience
- 7% increase** in advanced degree holders
- 7% increase** in average salary



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION



CONVERGECONSULTING.ORG