

UCLA Anderson School of Management chose to partner with Converge to develop a digital advertising strategy that would drive well-qualified leads to their highly ranked Executive MBA program.

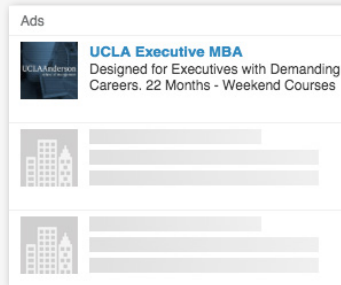
CASE STUDY | DIGITAL ADVERTISING

STRATEGY

The landing page and digital ads for UCLA Anderson's top-ranked EMBA program were developed to resonate with a highly qualified group of professionals looking for career advancement. Ad messaging calls out how the program is formatted for professionals with highly demanding careers, allowing students to fit education into their lives with flexible weekend courses.



UCLA Executive MBA
emba15.anderson.ucla.edu
Earn an EMBA in 22-Months,
Classes Every Other Weekend.
Learn More.



"The UCLA Anderson Executive MBA Program has worked with Converge Consulting since 2014 in creating and executing cutting edge digital and an inbound marketing strategy. Converge has done a superb job, produced results that are impressive and are quick to respond to requests."

SYLVIA HAAS, EXECUTIVE DIRECTOR, UCLA ANDERSON SCHOOL OF MANAGEMENT

RESULTS

200
program leads in 9 months

\$80 per lead
\$5.50 cost per click

6.88%
total conversion rate



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION

converge

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