



American University partnered with Converge to launch an Inbound Marketing pilot focused on four graduate programs. With the success of the pilot engagement on campus, AU added five additional programs to their inbound partnership.

## CASE STUDY | INBOUND MARKETING

### STRATEGY

#### USER PERSONAS & STRATEGY

- Crafted user personas to drive programmatic messaging for new landing pages, program pages, digital advertising campaigns and email communication workflows across all nine programs

#### INBOUND BLOG CONTENT & ANALYTICS

- Implemented a strategic Inbound Editorial Calendar focused on highly searchable blogs and content offers for each program
- Managed and measured the success of 18 blogs and 9 inbound content offers per month in Trello (project management tool)
- Monthly report of findings with custom Google Analytics blog and SEO dashboards

#### WORKSHOPS & TRAININGS

- Conducted two on-campus workshops to build enthusiasm for Inbound Marketing on campus
- Trained key stakeholders—program directors, admissions and marketing team members—on Inbound best practices

**The Career Changing Creative**

**5 REASONS TO GET YOUR CREATIVE WRITING MFA AT AMERICAN UNIVERSITY**

- PURSUE THE WRITING GENRE YOU LOVE.** Explore the art of fiction, nonfiction, or poetry. Can't pick a favorite? At American, you can pursue a single genre or explore several.
- OUR PROFESSORS STILL WORK IN THE FIELD.** All faculty members are practicing fictionists, poets, or screenwriters. So you'll never-ending supply of knowledge to share.
- IT'S THE ONLY CREATIVE WRITING MFA PROGRAM IN THE DISTRICT.** The National Endowment for the Arts PEN/Inkwell Foundation, The Library of Congress, The National Endowment for the Arts, PEN/Inkwell Foundation, The American University Library.
- WE HAVE AWARD-WINNING MFA ALUMNI.** A list of our renowned authors includes: Alison Bechdel, David Byrne, Michael Cunningham, Alice McDermott, David Byrne, Michael Cunningham, Alice McDermott.
- ACCLAIMED WRITERS AND POETS ARE CAMPUS REGULARS.** Renowned writers and campus stars like our Writing Writer's Staff, Writer as Writers programs, and more. Previous writers include: Alison Bechdel, David Byrne, Michael Cunningham, Alice McDermott.

**QUICK FACTS:**

- Workshops in poetry, fiction, and creative non-fiction, translation, and literature.
- Curriculum integrates writing, literary journalism, translation, and literature.

**3** SEMESTERS  
**48** CREDIT HOURS

**Master's Degree in Creative Writing**

**In the Classroom**

**In the Community**

**LATEST NEWS**

**FAQ**

- What is the application deadline for a merit award?
- What is the MFA thesis?
- How long does it take to earn the MFA degree at American University?
- What does the admissions committee look for in an applicant's creative writing sample?



"Converge helped us launch an inbound pilot for graduate recruitment at American University. They've been great partners and have thoughtfully guided us through every step of our new digital recruitment strategy. We could not have come this far without support from our friends at Converge."

JULIE ZITO, ASSISTANT VICE PRESIDENT OF MARKETING AT AMERICAN UNIVERSITY

## RESULTS

### NEW CONTENT CREATED

- 50+ lead nurturing emails
- 100+ custom blogs and content pieces
- 20 new program and landing pages

### 2016 ENROLLMENT STATS TO DATE

- 4.2% increase in enrolled Master's students
- 123% increase in enrolled Public Anthropology students
- 67% increase in enrolled Audio Technology students



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION



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