

Winterline Global Skills Program



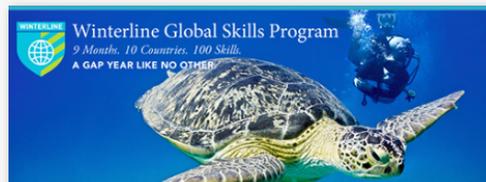
Winterline Global Skills Program partnered with Converge Consulting to establish an inbound marketing strategy for their new gap year program.

CASE STUDY | INBOUND MARKETING

STRATEGY

The Winterline team had recently launched their website and were looking for a HubSpot Certified Partner to assist with setup of their marketing dashboard and CRM. Converge and Winterline partnered to:

- Build brand awareness and name recognition for Winterline GSP
- Setup HubSpot marketing and sales accounts as well as social media accounts
- Create an overarching content strategy including a social media and blog plan
- Develop a digital advertising strategy to boost top-of-the-funnel inquires
- Implement automated communication workflows to save time while moving leads through the buyer's journey



"Our work with Converge helped us find students who were the perfect fit for our gap year program."

NATHAN SCOTT, PRESIDENT AND EXECUTIVE DIRECTOR OF WINTERLINE GSP

RESULTS

- **2,000+** likes on Facebook
- **500+** followers on Twitter
- **3,500+** digital advertising leads
- **550%** increase in website traffic
- **200+** new applicants
- **16** new students enrolled in the inaugural class



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION

converge

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