

# Northwestern University

## Northwestern | ENGINEERING

Northwestern wanted to drive qualified inquiries to nine graduate engineering programs. Converge has launched five of these programs, resulting in a total of 196 leads.

### CASE STUDY | DIGITAL ADVERTISING

#### STRATEGY

After in-depth on-campus interviews with program directors, faculty, admissions and marketing, Converge developed detailed personas and messaging themes to speak to Northwestern's target audiences.

Northwestern's comprehensive digital marketing plan included a variety of display, search and retargeting strategies to reach prospects at every point in their decision-making process. Efforts focused on driving users to inquire about Northwestern's programs, attend an information session, submit an application and confirm enrollment.

**Mid-Career Expert**

**MANAGER MIKE**  
Age Range: 30-45  
Level: Senior Manager  
8 years of management exp  
BS Engineering, Purdue

**"I want the big picture strategy skills to supplement my experience and land my first executive level position."**

**GOALS**

- Learn to become a C-Suite level executive in design and construction
- Want to complete my degree in a short amount of time
- Want to connect with local industry leaders
- Want to customize program to hone specific skills

**TOPICS OF INTEREST**

- Strategic business
- Networking opportunities
- Industry trends
- Leadership

**CHALLENGES & PAIN POINTS**

- Learning new, hard-to-acquire
- Exploring what program to specialize in
- Understanding how program skills translate into a career path
- Managing cost

**Message Matrix**

Northwestern Engineering Message Matrix	
<b>Master of Science, Engineering Design Innovation DESIGN CHANGE AGENTS</b>	
<b>Explore the Social Impact of Design</b>	Find a home in our creative hub, where students discover that great design starts with considering impact.
<b>Engage in the Process of Design</b>	Enhance your technical skills with a deeper understanding of the design process through hands-on learning.
<b>Exchange Ideas in a Constructive Creative Space</b>	Great minds don't think alike. We encourage our students to exchange ideas and shape their evolution until they become truly unique projects.

**Biopharma Engineering Program - McCormick MS<sup>®</sup> in Biotechnology**  
Ad: degree.mbp.northwestern.edu/biotechnology

Conduct groundbreaking research alongside Northwestern's world-renowned faculty.

**Product Design Innovation**  
Join the next generation of design innovation leaders at Northwestern.

**MS in Information Technology**  
BUSINESS IS CHANGING. TECHNOLOGY IS AT ITS CORE.  
LEARN MORE

**MS in Information Technology**  
Enhance your knowledge of IT and g...  
degree.msit.northwestern.edu  
Sign Up



"I appreciate your dedication to seeing this through to launch with an equal measure of professionalism. Thank you to ALL who have put tireless hours and effort in these past few weeks to ensure we've started off our work together on the right foot. We are SO excited to launch and are looking forward to enjoying the fruits of our collective labors."

KATHLEEN PRATT, MARKETING STRATEGIST, MCCORMICK SCHOOL OF ENGINEERING AND APPLIED SCIENCE

#### RESULTS

Four weeks after launch, Northwestern has received:

**102** AdWords leads at an average CPL of \$140

**80** Facebook leads at an average CPL of \$71

**14** leads at an average CPL of \$324

Additionally, the average time on page has increased when comparing users who reached the site via digital advertising to those who arrived there organically.



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION

converge

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