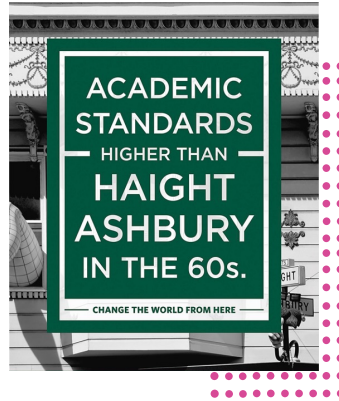


University of San Francisco

150%

Increase in Qualified Leads

Cost-effectively scaled the volume of qualified leads 150% to reach enrollment targets, while decreasing overall CPL 80% to \$60.



Brand(s)



The Situation

Engaged to lead the development and execution of a full-funnel marketing strategy, as well as lead-management operations, for the newly formed Online Education business unit, managing a \$5M annual budget and team of six.

The Strategy & Results

- Audited existing in-house managed paid search program and reduced cost per lead to <\$100 (or 60%) before transitioning the ongoing, tactical management of program to an agency partnership.
- Identified CRO areas of opportunity, consequently launching campaigns that ultimately increased on-page time ~5x (>2 mins vs. < 20 secs) and decreased bounce rate ~40% (<60% vs. >96%).
- Diversified marketing investments, launching paid social, display and affiliate channels, which involved direct publisher integrations; lead posting & nurturing automation; and building out an internal sales team.