



# UNIVERSITY OF ARIZONA ELLER COLLEGE OF MANAGEMENT

**ANNODYNE** / CASE STUDY

# HOW DO YOU FILL THE ENROLLMENT FUNNEL

FOR 3 CONCURRENT MBA PROGRAMS AT ONE SCHOOL?

BY KNOWING EXACTLY WHERE THE PROSPECTS ARE.

## THE CLIENT

University of Arizona Eller  
College of Management

## THE CHALLENGE

To raise awareness for the school's  
three MBA programs, and generate  
qualified leads to fill their cohorts

## THE SOLUTION

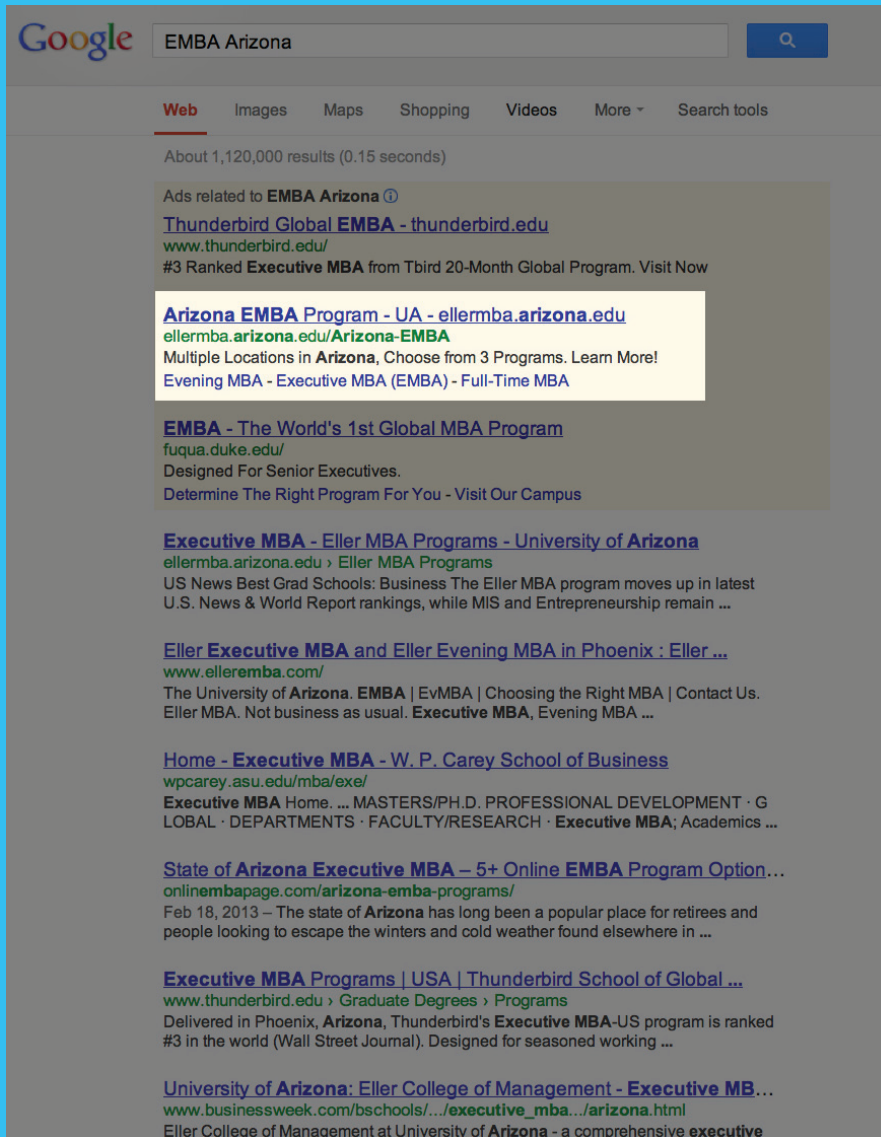
Change the conversation

### ANNODYNE STARTED BY IDENTIFYING OUR CLIENT'S KEY GOALS:

- ▶ Raise awareness of the school's Full-Time, Evening and Executive MBA programs
- ▶ Fill the enrollment funnel with highly qualified leads
- ▶ Dramatically increase the return on the school's marketing investment

# THE SOLUTION

## PART 1 / SEARCH ADVERTISING



Our strategy for generating leads started with raising awareness among the target audience. Using our **Conversion Optimization Management (COM)** technique, we made sure the Eller College of Management got noticed. We started with Search Engine Marketing — when a prospective MBA student searched online for MBA programs in Arizona, we presented them with a relevant message about the Eller MBAs.

**What is COM?**

**COM** is Annodyne's proprietary method for optimizing digital channels to connect the right prospects with the right solutions. This holistic approach leverages multiple online media — which can include SEM, social advertising, display advertising and more — to launch awareness and lead-gen campaigns that perform right out of the gate. And with advanced management — which includes testing and measurement, plus strategic improvements based on analyzed data — your performance improves over time, optimizing your online media spend and maximizing your results.

# THE SOLUTION

## PART 2 / TARGETED WEB BANNER PLACEMENTS

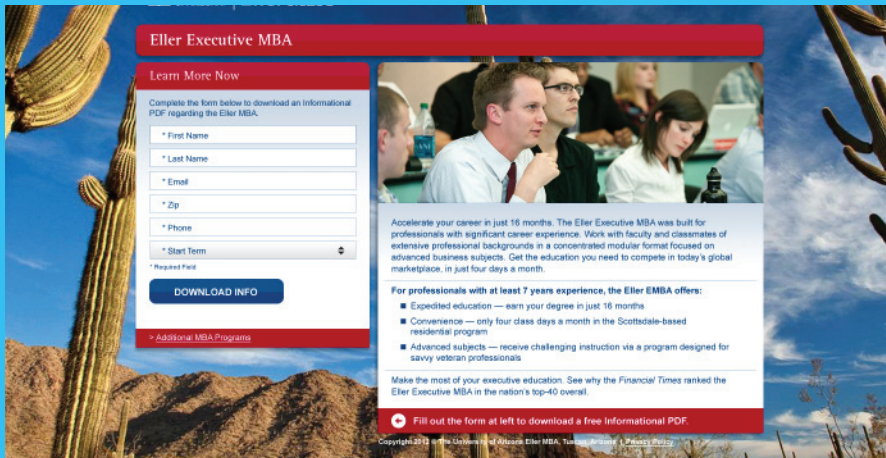
The screenshot shows the Bloomberg website interface. At the top, there's a search bar and navigation tabs for 'HOME', 'QUICK', 'NEWS', 'OPINION', 'MARKET DATA', 'PERSONAL FINANCE', 'TECH', 'POLITICS', 'SUSTAINABILITY', 'TV', and 'VIDEO'. The main content area features a large article titled 'Republicans Offer New Tax Revenue as Obama Starts Fiscal Cliff Talks'. To the right, there's a 'Top Headlines' section with several news items. Below the main article, there are four smaller video thumbnails. At the bottom of the page, there are sections for 'Opinion' and 'Politics'. A large banner for 'THE ELLER MBA' is prominently displayed, featuring the text 'EXECUTIVE | EVENING | FULL-TIME' and a 'DOWNLOAD INFO' button. The banner also includes the Eller Arizona logo and a small video player.

The screenshot shows a LinkedIn profile page for Jeannine de Richmond. The page includes a header with account type and navigation options. The main content area shows 'All Updates' with several posts, including one from 'Spirit Halloween' and another from 'Amy Borek'. On the right side, there's a 'PEOPLE YOU MAY KNOW' section with several profiles and a 'Connect' button. Below that, there's an 'ADS BY LINKEDIN MEMBERS' section featuring three targeted advertisements for 'THE ELLER MBA'. The first ad is for 'The Eller EMBA' with a 'Connect' button. The second ad is for 'A worldwide information technology company' with a 'Connect' button. The third ad is for 'Microsoft Windows 8 - Introducing a New Era of PCs.' with a 'Connect' button. At the bottom, there's a 'YOUR LINKEDIN NETWORK' section showing '208 Connections' and '144,641 New people in your Network since October 25'.

Our **COM** strategy also included the development and placement of display advertisements designed to attract attention while communicating key features of the three MBA programs. After profiling the target audience, we placed banner ads on relevant websites prospective MBA students were likely to visit. These banner ads were also used to target prospects on LinkedIn, based on specific profile information that qualifies users as valuable leads to the college.

# THE SOLUTION

## PART 3 / OPTIMIZED LANDING PAGES



All selected channels drove traffic to a landing page that acted as a portal for the college's MBA programs — where they could learn more about each option and find the one that best suits their needs and goals. Each page encouraged prospects to complete a simple form to receive more information and download a free brochure. This engagement drove **qualified leads** directly into the enrollment funnel.

# THE SOLUTION

## PART 4 / ANNOTRAK

**Area Charts in Annotrak** give you the power to compare your different campaigns side-by-side to see which ones are working and which ones need work.

**MARKETING CHANNEL OVERVIEW (LAST 30 DAYS)**

SEM: 5	Direct Entry: 1	Online Ads: 4
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Annotrak delivers data regarding the performance of all of your marketing channels in real-time. The flexible graphing tools give you the power to decide what is REALLY working and where you should spend your marketing dollars.

Building forms has never been easier with Annotrak's New drag-and-drop form builder.

Find the lead's you're looking for faster than ever with as-you-type searching.

\*First Name

\*Last Name

\*Email

\*Phone

\*City

\*State

\*Zip

\*Undergrad Year?

Undergrad Institution

\*How Did You Hear?

**DOWNLOAD INFO**

\*Required field

That's where **Annotrak™** came into play. Our proprietary tracking and measurement platform captured every lead earned through a display ad or paid search link, and tied each one back to its source. This provided data that was leveraged to measure the quality of leads that came in. As those high-quality leads came in — via the Annotrak form placed on the landing page — that information was passed to the University's admissions team, which they used to reach out to valuable, pre-qualified leads and guide them through the enrollment funnel.

## THE RESULT

Over the course of our first 24 months working together, we achieved the following for the University of Arizona's Eller College of Management:

▲ **35%**

Directly responsible for filling an average of 35% enrollment across each of the 2013 Evening, Executive and Full-time MBA cohorts.



**\$3,942,838**

in generated enrollment revenue

### THE TAKEAWAY:

GO TO YOUR PROSPECTS – DON'T MAKE THEM COME TO YOU.



A return on investment of almost **2,200%**