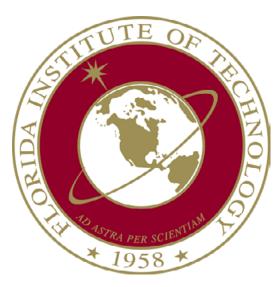# SUCCESS CASE WITH INBOUND MARKETING

impactum

"EDUCATION SUCCESS STORY: INSTITUTE OF TECHNOLOGY OF FLORIDA"

The Florida Institute of Technology had problems to identify which people they were actually visiting their webpage. They had difficulty converting their prospects in students applying for enrollment. First of all, because of the extensive mandatory forms that were difficult to access, which were in the same FIT website.

WHAT DID THEY DO?

• Microsites made it easier to create shorter and simpler shapes that resulted in a huge boost in new leads and prospects.

• The Analysis tool allowed them to see how their website worked in general, the marketing activities that were generating more traffic and potential customers and where they could increase or decrease marketing investments.

• The Lead Management tool helped the FIT marketing team to further more effectively guide prospective students and increase their conversion rate.

"I told them I wasn't going to take the job unless they bought HubSpot, because I can't measure effectiveness of my means without this tool"

Nancy Grossbart
Media Director at the Institute of Technology of Florida.

INCREASE IN THE REGISTRATION OF STUDENTS AT THE SEWICKLEY ACADEMY USING INBOUND MARKETING

Sewickley Academy is the oldest private institution in Pittsburgh. The Academy was not attracting the best candidates with the invasive means they used, since they used too much of their budget and did not get the expected results. They were at a point where the institution's economy was in crisis and they didn't know how to optimize their website in order to attract future students. The Director of Academy Finance and Admissions knew he had to urgently review his school's publicity.

"We realized that it was a consequence of poor optimization for search engines and poor conversion rates from attracted visitors."

¿CÓMO LOS AYUDÓ HUBSPOT?

It all started with reading the book "Inbound Marketing" written by HubSpot founders Brian Halligan and Dharmesh Shah. It was then that they realized the potential of Inbound Marketing. HubSpot's tools greatly helped the Sewickley Academy with its SEO, conversions, and data analysis.

The directors realized that when looking for the academy on the internet, it appeared on something as the third page. This was a real problem. So they decided to use Hubspot's keyword tool to first optimize their own website around keywords like "Pittsburgh" and "private school."

They then decided to shift their entire advertising investment into online advertising such as Google Ads and Facebook Ads, which was crucial in driving traffic to an Academy microsite. Microsites have helped create simple but elegant pages that help gather information from prospective clients (students).

Once the data of the possible clients has been obtained, the Academy classified them as "cold" contacts or not. If the contact turned out not to be cold, they contacted him personally. If the contact was cold, they used the automation tool to keep in touch with them online. Thanks to Hubspot they could divide students according to school grade for better control. This also drives traffic to your blog.

Lastly, they were able to quickly analyze the more important metrics. "*We are a small team and we need to use our time efficiently. We are more than happy to save time by using HubSpot.*" Added the Director.

COLEGIO MARYVILLE ESTABLECE RÉCORD DE INSCRIPCIONES, MEDIANTE EL INBOUND MARKETING PARA AUMENTAR LA PARTICIPACIÓN Y COMPROMISO DE LOS ESTUDIANTES

Maryville College was previously using conventional marketing tactics to attract new students, youth, and seniors to high school, and the market was increasingly competitive for higher education. That's how their marketing agency made the decision to use Inbound Marketing to improve organic search rankings, increase engagement with prospective students throughout the college selection process, and set a record for enrollment.

NEW REGISTRATION

Today's students spend most of their time online, and the school needed a dramatic change in the way it communicated with students and their families to guide them through the enrollment process. Subsequently, inbound marketing was an opportunity to modernize the school's marketing efforts to reach a wider audience, guide them through the college selection process, and ultimately get them enrolled in programs for the next few years.

That meant using the latest tools to drive web traffic, to analyze engagement, and to respond quickly to converting those interested prospects into enrolled students.

NEW WAY TO CONNECT

The college agency worked with school leaders to create "My College Path", an online platform that answers frequently asked questions from students as they prepare to apply to college.

And through Hubspot they took the opportunity to promote content, which forces students to want to read, for example, what to look for in potential schools or how to apply for financial aid. Improving your SEO and all through microsites that offer ebooks, articles, etc. in exchange for your data.

After capturing a student's information, automations help Maryville cultivate rapport and seamlessly guide the student through each step of the enrollment process.

SETTING THE RECORD

The marketing team strongly believed in the inbound methodology and were confident that their strategies would help the school meet and exceed its goals. After a year of Inbound Marketing campaign, Maryville College enrolled more students than any other time in the school's 195 years.

The school's enrollment growth year-over-year was more than double the national average, with a 126% increase in its monthly website traffic from organic searches and an effective PPC campaign that captured information from visitors for the first time in history. And they achieved a 225% ROI.

"*With Inbound Marketing, we are not only reaching our potential students where they spend most of their time, we are also able to build a relationship with them in a way that they could not before, and that is very valuable.*" Cyndi Sweet, Director of Admissions for Maryville College.

LOCAL CASE: INSTITUTO WISSEN OPENS WITH 340% MORE STUDENTS THAN THE STATE AVERAGE

Instituto Wissen is a school that is currently located in the municipality of Pozos, in San Luis Potosí, very close to the industrial zone of this city. This institute started its operations in August 2015, but many things happened before this happened.

At the beginning of 2015, the Wissen Institute was still under construction (in more ways than one). At the time they arrived with us, they still did not have a solid strategy to attract their students, although they were already beginning to apply good tactics such as making strategic alliances with certain companies in the area.

More clearly, their needs were:

1. Tell the world about their existence and its benefits so that they will consider them in their process of choosing a school for their children.

2. Get students of the profile they were looking for.

BUILDING YOUR DIGITAL BRAND

On the Instituto Wissen Facebook page, we designed a strategy focused on mothers with the characteristics that were defined together with the school principal.

As a social media strategy, content creation is one of your main allies: we create your own images and videos with the school's own personality, we publish your own articles and we create various content including landing pages and downloadables of interest to the target audience to help them solve their problems.

CREATING A PATH THAT GENERATES LEADS

As it was a new school, they did not have a web page, it was decided to start only with the microsites that could later migrate to the web page, relevant content was created and placed on a landing page with the aim that people left their data to schedule a session to learn about the school, the benefits of its curriculum, and everything related to enrollment.

WOULD YOU LIKE TO KNOW HOW WE CAN HELP YOUR INSTITUTION GROW?

At Impactum we align our strategies with your objectives and establish goals that are actionable and measurable. Most of our clients are institutions that seek to grow more than the average industry. Do you feel identified?

SCHEDULE YOUR ADVICE

impactum

impactum

CÓMO AUMENTAR LA MATRÍCULA DE TU INSTITUCIÓN

CÓMO AUMENTAR EL PRESTIGIO DE TU INSTITUCIÓN EDUCATIVA

INBUND MARKETING PARA UNIVERSIDADES Y COLEGIOS