Case Study

University of North Alabama College of Business:

Student-centric engagement

Key Solutions:
- Paid Search
- Programmatic Marketing
- Enrollment Process Optimization
- Admissions Training

Challenge:
Facing declining MBA enrollments, the University of North Alabama was looking to redesign its marketing and recruitment strategy.

Solution:
We developed a paid-media strategy that resulted in more qualified leads. But it took more than advertising to increase new enrollments; it also required strengthened support systems to convert new inquiries into actual new students. By developing a student-centric operational model, we paired their market differentiation and digital campaign with a more optimized enrollment process.

Results:
Amidst a market saturated with MBA programs, that powerful combination elevated engagement significantly and helped UNA achieve sustainable growth.

- 185% increase in new enrollments since 2013–14, making it the state’s largest MBA program
- Process optimization sped up enrollment time for incoming student by weeks
- Successfully launched a new bachelor’s-level online business program with 20 enrollments in the first term

Location: Southeastern region
Institution Type: Public, nonprofit

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