

UNIVERSITY OF DELAWARE

Doubling the Digital Leads



Mastering the Growth Strategy

Horn Entrepreneurship is the creative engine for entrepreneurship education & advancement at University of Delaware.

K&J is commissioned to grow their Masters programs in Entrepreneurship.

Executive Summary

In the world proliferated with online master's degrees, standing out is incredibly difficult. To combat this, we crafted 10+ custom audiences to make targeting extremely sharp & relevant. Since, we reduced cost per lead by 78%+ from \$47.75 at launch to \$10.68 today (see screenshot) and doubled lead volume to the highest ever for UD Horn.



Challenges

Two years after launching the Master's in Entrepreneurship & Design degree, University of Delaware continually found it difficult to generate interest in an educational program that focuses on entrepreneurship, a space where students tend to prefer learning by doing - a more scrappy, and "learn as you go". This doubtfulness requires extensive relationship building.

Human-Touch, Automated Delivery

The multi-stage marketing funnel caters to every stage of the customer journey: Awareness. Interest, Consideration and Conversion. Using 15s video ads for generating interest, we retargeted all who watched with a PDF download, just like this one. Followed up by an automated nurturing campaign with advisor/human touch-points at beginning, middle and end. We automated the whole marketing initiative, so now to grow leads we simply increased ad budget.



Results, ROI & Future Plans

As a result, UD's seen:

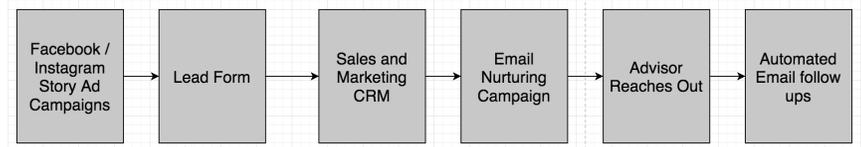
- Cut cost per lead 78% from \$47.75 to \$10.68
- Doubled lead volume - Year over Year
- Created an automated customer journey with human touch points
- Reached over 99,000 prospective students

"The campaign looks great! We have experienced a huge influx of leads in the last 30 days. Now we're just focused on a process to meet with every prospect, inviting them to tour, and more. Also, we would like to increase the ad budget as you recommended."

- Marketing Manager at University of Delaware

Looking Toward Further Innovation

UD Horn is first increasing their ad budget to leverage the low cost per lead. Moving forward, refining and automating their whole internal sales process so that more students can gain access to the right tools to start a company and have a real, positive impact on society as social entrepreneurs, tech founders & more.



Campaign Funnel Design & Results for Lead Gen

K&J Agency Umbrella Account (...)

Q Search ▾ Filters ▾ + Add filters to narrow the data you are seeing.

Account Overview Campaigns 6 selected Ad Sets 5 selected

+ Create Duplicate Edit More Preview Rules

	Ad Name	Delivery	Results	Reach	Cost per Result
<input checked="" type="checkbox"/>	University of Delaware Horn Entrepreneurship... Full View Charts Edit Duplicate	Active	16 Leads (For...)	8,001	\$10.66 Per Lead (F...)
<input type="checkbox"/>	University of Delaware Horn Entrepreneurship - ...	Not Delivering Campaign is Off	7 Leads (For...)	1,582	\$24.46 Per Lead (F...)
<input type="checkbox"/>	University of Delaware Horn Entrepreneurship - ...	Not Delivering Campaign is Off	9 Leads (For...)	3,495	\$29.08 Per Lead (F...)
<input type="checkbox"/>	University of Delaware Horn Entrepreneurship - ...	Not Delivering Campaign is Off	8 Leads (For...)	10,706	\$29.51 Per Lead (F...)
<input type="checkbox"/>	University of Delaware Horn Entrepreneurship - ...	Not Approved	9 Leads (For...)	5,142	\$12.06 Per Lead (F...)
Results from 5 ads			49 Leads (Form)	25,685 People	\$19.35 Per Lead (F...)

Campaign Creative Snapshot

