

Activating prospects on their terms.



How building dialogue around customer needs drives conversion.

CLIENT: A for-profit, four-year college looking to boost enrollment in niche degree programs.

CHALLENGE: With ever-increasing competition in the category—and increased spending from key competitors—online campaign performance was in decline. Additionally, year-over-year enrollment goals had increased significantly.

SOLUTION: When we strip back “everything we want to tell you” and focus only on “what helps you address a personal challenge”—in a relevant way—we start to see results that feel like “crazy talk”—but we actually delivered them.

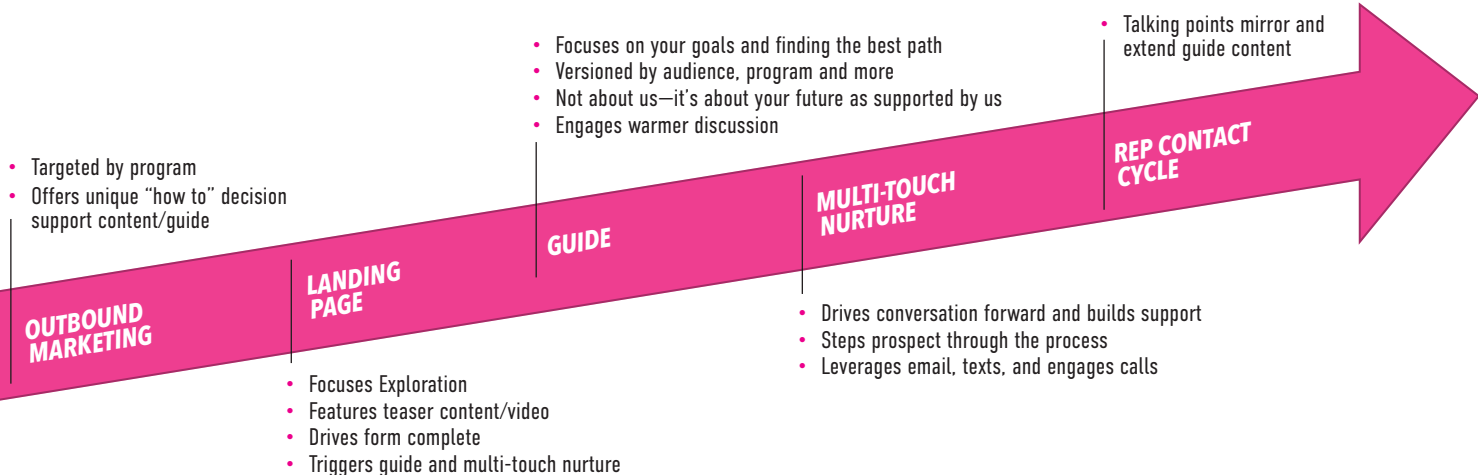
Our unique Active Nurture program applies “the voice of your best representative” in an automated way to focus engagement and buy-flow around each prospect's needs.

This offers us an opportunity to rapidly and efficiently impact click-to-lead and lead-to-applliant ratios.

We created unique content by program and segment—100% focused on decision support. Instead of inundating prospects with information, this approach sidesteps traditional college marketing tactics by creating dialogue that addresses both current needs and a path to success.

Initial content versioning was developed quickly—based on target audience, best practices, interviews with enrollment team, and feedback from students. Starting in 2017, we drove all Ad-Words and Facebook clicks through this process.

Route Marketing Active Nurture focuses your buy flow on unique needs—activating prospects and driving conversion.



What changed?

In the first 30 days, we delivered:



8x

lift in click-to-lead

7.5%

lift in submitted applications

Lift in leads would have required additional
\$234,703

in spend under previous process

\$1,300,000

in incremental revenue opportunity based on benchmark lead-to-enrollment

Because the program is template based, and the content development process follows our own best practices—we were able to launch quickly and can adapt nimbly as needed.

Initial results drove significant incremental lift—because we made online campaigns work harder.

A focused conversion path with grab-and-go content that's valuable whether you choose us or not—this is a proven structure to turn a larger percentage of prospects into hand-raisers and nurture conversion.

Campaign performance data also helped us further hone our Active Nurture content, and accelerated the test, learn, apply cycle for engagement campaigns including AdWords, social content and more.

Since 2016, **Route Marketing** has helped companies strategize and implement their creative visions. Our growing Marketing Agency is driven by passionate thinkers who work closely with each brand to create strategies that produce unparalleled results, and help organizations accelerate revenue growth. We love content and ideas, but thrive on the data necessary to succeed in a competitive market.

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