

Getting ahead of customer needs.



Gas FOR YOUR MARKETING!

How asking the right questions drove accelerated growth.

CLIENT: A well-known, and equally well-entrenched nursing school pursued an expansion plan and opened a new campus in Miami, Florida.

CHALLENGE: Prior to launching the school with a single degree program—a Bachelor of Science in Nursing (BSN), the client had completed research on demand for nurses, nursing shortages in the state, aging population etc. However, the research failed to consider the abundance of lower cost ADN programs in the competitive set. It was time to be bold, or be last.

SOLUTION:

Be a real partner.

We worked with the university to conduct consumer preference research—to understand which key attributes really matter most to each prospect segment. And of those attributes, how prospective students view the client's brand vs. major competitors.

Dive deep—quickly.

Research engaged current students, unconverted prospects, and a pool of those currently in the consideration set.

This revealed that the number one attribute when choosing a nursing school was accreditation—first regional accreditation, followed by CCNE accreditation (specialized nursing accreditation).

Availability of financial aid, clinical experience with high quality hospital partners, and assistance with passing the NCLEX nursing exam rounded out the top 5 attributes for this geographic region.

This new research showed the school ranked last in audience perception for 4 out of the 5 most important attributes. The school ranked highest in offering cutting edge nursing simulation, and scholarships. Two attributes which did not rank high in terms of choosing a nursing school.

Within 5 weeks we had a clear understanding of key drivers for our target groups—and plan of action.

Research engaged current students, unconverted prospects, and a pool of those currently in the consideration set.

This new research showed the school ranked last in audience perception for 4 out of the 5 most important attributes.

What changed?

We reset messaging to drive engagement and action.

Based on this research, we worked closely with the schools marketing team to adjust key marketing messages, by audience segment, to better communicate exactly what prospects wanted.

Marketing focus for key differentiators like simulation learning had to be reset as well. By taking a differentiating benefit that wasn't on the radar—and showing it as the connective thread for a variety of more important benefits, we were able to elevate the school's offering.

The school had also previously been focusing on offering scholarships to bolster engagement and conversion. However, this new data showed students saw “financial aid available” as a more relevant and attainable benefit.

SOLUTION:

A rapid reset helped exceed goals.

The school was able to rapidly adjust the key marketing messages in all media channels—as well as within its admissions tour and presentation.



A re-measuring of the audience after twelve months in-market with the adjusted messaging revealed that the school had moved to the number one position in 4 of the 5 top attributes, and 2nd position in the remaining attribute.

By this point of re-measurement, the student population had grown significantly, and the school was overachieving enrollment goals.

Jumped to #1 in four of the five top attributes within one year.

#1

Gas FOR YOUR MARKETING!

Test drive case studies and more at:
routemarketingservices.com

Celia Ffrench
409 Onda
Newport Beach, CA 92660
949.698.0341

