



CASE STUDY

MWSU Craig School of Business

When Craig School of Business launched their Online MBA, they set their sights on enrolling 25 students for the Fall 2018 term. Knowing it was an ambitious target, they tasked SJC Marketing with creating a strategy that would raise awareness and reach the right students.

Grueling Academic Programs Can Be Fun

SJC Marketing began by setting a new tone for Craig School of Business by embracing humor in their messaging. Not only is humor the official love language of all college students, it would set the Online MBA apart from its competitors and their messages.

Next, SJC Marketing developed a comprehensive digital strategy, including marketing automation, pay-per-click ads

and social media ads on Facebook and LinkedIn, pulling from their knowledge of social media marketing for small businesses. Newspaper and radio ads were used to augment a broader digital focus. The strategy deliberately targeted students that had shown an interest in Missouri Western University, as well as high school students and those attending community college.

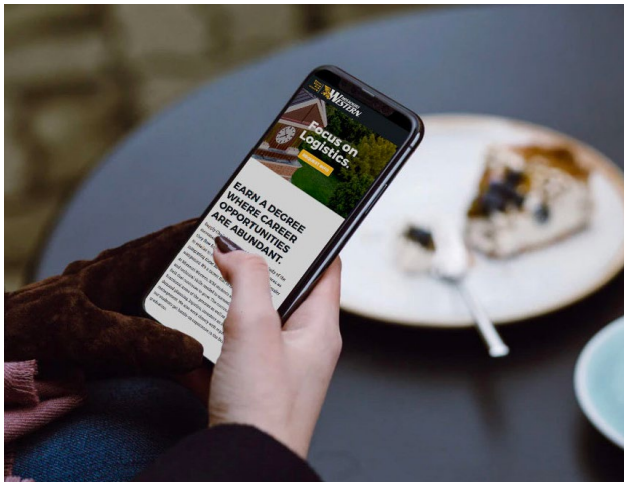
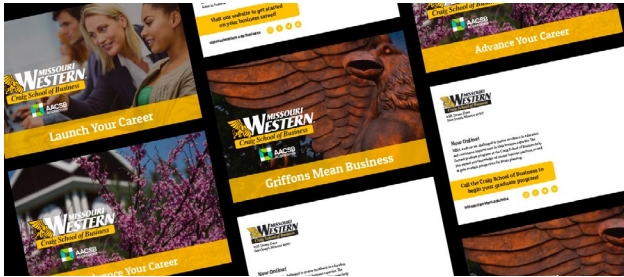
A Successful Launch

SJC Marketing effectively increased awareness of the new Online MBA Program available at Craig School of Business. More importantly, the program enrolled 18 students for the 2018 Fall semester.

The strategy also increased the level of engagement between Craig School of Business and the students that Missouri Western University would like to recruit. While it's not a traditional customer acquisition strategy, it does benefit from the expertise of one of the leading lead generation companies in the region.



Pursuing Higher Education ... and Engagement



The Online MBA Program is just getting started, and so is SJC Marketing. While humor proves to be an effective way to increase engagement with students, SJC's dynamic approach won't allow the strategy to grow stale.

The ongoing partnership between Craig School of Business and SJC Marketing will continue to focus on capitalizing on emerging digital marketing trends to create meaningful connections with students. The launch of the Online MBA can be counted as a success, but it will soon be recognized as simply a highlight within a series of successful campaigns designed to boost graduate and undergraduate programs at the university.

"Craig School of Business has been working successfully with SJC Marketing since December 2017. Their work is always done to the highest standard, completed on time and reflects the mission of Craig School of Business. Their work has been instrumental in our success, and we look forward to a continued successful partnership with them."



About SJC Marketing

SJC Marketing is a full-service marketing agency specializing in strategic solutions for small- and mid-size businesses and nonprofit organizations. Whether a business requires a comprehensive marketing plan or simply requires consultation for a specific campaign, SJC Marketing has the expertise to deliver measurable growth. With a team of social media specialists, web developers, graphic designers, photographers and writers, clients gain a whole team of talent for less than what they would pay to hire a full-time marketer.

sjc.marketing