

CASE STUDY

Performance Marketing

CLIENT:  **AUM**
AMERICAN UNIVERSITY OF MALTA

SECTOR: EDUCATION

BACKGROUND STORY

When the American University of Malta (AUM) approached NEXA in Q1 of 2022, we were tasked to help them increase sales at a contentious time for the university. We began working with the client in June 2022 and at that time, the university had only attracted 100 physical students on campus.

Without understanding the Salesforce platform and related platforms, the university had struggled to properly manage, track and nurture leads. We also discovered that the website and other assets had not been managed well and some accesses to lead generation were missing.

OBJECTIVES

- Increase awareness of different courses and programs being offered undergraduate, graduate & English for Academic Purposes and their respective courses.
- Generate quality leads who were likely to initiate their university application process.
- Increase engagement and traffic through paid channels and organically.
- Generate quality leads who were likely to initiate their university application process and would not struggle to get a visa to Malta.

CHALLENGES

- Overcoming negative perception of the university through content creation
- Addressing visa limitations for potential students
- Integrating Salesforce with HubSpot to track and monitor leads and enrollments
- Ensuring seamless data flow between HubSpot and Salesforce
- Implementing lead scoring to prioritize high-scoring leads from target markets and maximize conversions

SOLUTIONS

- Solution for negative perception: Create informative content to override negative PR.
- Solution for visa limitations: Target countries with easy visa policies or no visa requirements.
- Solution for integrating Salesforce and HubSpot: Connect the platforms and create lead identification and application information analysis.
- Solution for lead scoring: Develop a lead scoring model to prioritize high-scoring leads from target markets.

RESULTS

36+ Million Impressions

220,127 Clicks

1,173 Leads were generated

516 Leads went on to start the application process