

CASE STUDY

Social Media



SECTOR: EDUCATION

COMPANY PROFILE

When the American University of Malta (AUM) was established in 2016, it was presented as a highly anticipated addition to the local Maltese education market, expected to attract a large number of students. However, the university experienced delays and only opened its doors in 2019, which left a negative impression on the community.

Moreover, the COVID-19 pandemic, which struck during the university's second year, made it difficult to attract international students. The university had to quickly adapt by moving its classes online to maintain continuity, but the pandemic's severe impact hindered any expansion plans.

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.

When NEXA took over the reins for marketing and lead generation, significant issues were flagged. We had noticed that the AUM marketing team had previously tried to generate potential students, and in doing so, overlooked 500 leads - despite the university having made large investments in technology such as Salesforce.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content

