

Major California University Business School Case Study

Major California University Business School
Targeted Strategy Delivers Record ROAS

With more than a dozen separate MBA programs, this major university needed a smart strategy for its enrollment marketing. Orange 142's tailored marketing approach -- driven by extensive expertise in business school marketing -- delivered.

1,052%
ROAS

4.5%
CTR

10,394
Requests for information

51
Enrollments



About California Major University Business School

Major university offers comprehensive business education through MBA, executive, and specialized master's programs.

Known for emphasizing entrepreneurship and innovation, they provide strong industry connections while fostering a diverse, collaborative learning environment.

To learn more please visit orange142.com

The Challenge: Addressing Complex Marketing Needs

This university faced challenges in managing its marketing efforts effectively, stemming from the complexity of 14 MBA and graduate programs, fragmented strategies, and the diverse dynamics of business school enrollment.

The university learned about Orange 142's services through a sister school within the collection of campuses. This positive experience with Orange 142 led to the referral.



The Solution: Program-Specific Customization


Specialized Experience in Business School Marketing

Orange 142's extensive experience in business school marketing, including work with clients like Emory Goizueta, played a pivotal role in the major university's decision to partner with them. Drawing on this expertise, Orange 142 quickly developed a deep understanding of their programs, as well as who to target for each.

Developed 14 Unique Program Specific Campaigns

Orange 142 developed individual campaigns for each of their programs, each with specific messages, creatives designed to resonate with its audiences, and targeting strategy.

Orange 142 also tracked each campaign separately to monitor performance and conversions on a per-program basis. This approach allowed Orange 142 to optimize each program's campaign individually, ensuring precise adjustments where needed.

- 
- » Full-Time MBA
 - » Part-Time MBA
 - » Executive MBA
 - » International MBA
 - » MSBA Master's Business Analytics
 - » MS Finance
 - » MS in Global Supply Chain Management
 - » MS in Marketing
 - » MS in Entrepreneurship and Innovation
 - » MBA/ MS Veterans
 - » Master's Social Entrepreneurship
 - » Master of Accounting
 - » Master of Business Taxation for Working Professionals
 - » Master of Business Taxation



Extensive Keyword Research

The Orange 142 Google team carefully researched and segmented keywords by program, a process that took two weeks and resulted in a list of 1,000 keywords, optimizing keyword performance daily. "Orange 142's hands-on approach ensured continuous campaign optimization, with daily reviews of keyword performance and adjustments to improve results," explained Wesley Rupar, Sr. Director of Business Development at Orange 142.

When Google introduced portfolio bidding, Orange 142 quickly identified it as a valuable tool for optimizing their campaign performance. The feature allowed Orange 142 to allocate the budget dynamically among high-performing programs, ensuring that ad spend was directed where they could deliver the best results. This was particularly beneficial for specialized master's programs, where spend and returns were already uneven across different offerings.

Creative Recommendations

Orange 142 recommended creative assets that included images and messaging that focused on end goals like graduation, professional networking, and career advancement. The innovative strategy highlighted life after obtaining the degree, showing prospective students the tangible benefits of enrolling in these programs.

To learn more please visit orange142.com

Real-Time Optimization of Conversion Pathways

Orange 142 focused on optimizing all of the incremental actions leading to enrollments. These micro-events include interactions with campaign landing pages, requests for information (RFIs), and application submissions. By analyzing user behaviors at each conversion funnel stage, Orange 142 modified campaign strategies to improve overall performance. This approach ensured that even small actions contributed meaningfully to overall campaign success and boosted enrollments.

Event-Based Marketing

Finally, Orange 142 helped amplify some of their admissions virtual and in-person events with customized digital campaigns to boost attendance and engagement.

Campaign Reporting

The Orange 142 team ensured that their marketers were kept abreast with all of the campaigns, delivering:

- » Biweekly reports. Orange 142 met with them to discuss campaign performance and refine strategies based on insights. The meetings ensured real-time updates and alignment between the client and Orange 142.
- » Custom real-time reporting. Orange 142 gave them real-time access to campaign performance data, enabling the team to monitor key trends such as cost-per-click changes, engagement rates, and year-over-year performance. This immediate visibility allowed quick, data-driven decisions to refine targeting, reallocate budgets, and improve overall campaign efficiency. By segmenting reports by program and geography, they gained actionable insights into local and non-local campaign performance.

Collaboration

Collaboration played a critical role in the success of their campaign. Orange 142 maintained an open and consistent dialog with the university team, meeting biweekly to share real-time insights and refine strategies based on data trends.

They actively participated in these discussions, asking questions about the metrics and performance over time, which led to genuinely collaborative decision-making. This feedback ensured that Orange 142's efforts aligned with the school's enrollment objectives.

This strong partnership fostered trust and confidence, leading them to view Orange 142 as an extension of its marketing team rather than just a vendor.



To learn more please visit orange142.com

The Results: Exceptional Returns and Increased Enrollments

The partnership between the university and Orange 142 resulted in remarkable performance metrics, underscoring the value of strategic targeting and collaboration. These outcomes strengthened their confidence in the effectiveness of their centralized marketing efforts and set the stage for future success.

Tactic	Campaign Performance
Return on Ad Spend	1,052%
Average CTR	4.5%
Number of RFI Submissions	10,394
Number of Enrollments	51

The campaign's results strengthened their confidence in Orange 142's capabilities, helping the school's leadership recognize the value of this marketing partnership and paving the way for future collaborations.

“Orange 142’s hands-on approach ensured continuous campaign optimization, with daily reviews of keyword performance and adjustments to improve results.”

Wesley Rupar
Sr. Director of Business Dev
Orange 142

About Orange 142

Orange 142's mission is to empower higher education institutions with data-driven advertising solutions that ignite growth and foster meaningful connections throughout the rapidly changing digital landscape.

With a relentless focus on transparency, creativity, and collaboration, we strive to be a trusted partner for higher education institutions, inspiring confidence and delivering exceptional value.

Leveraging deep expertise, we help colleges and universities effectively connect with their target audiences, captivate their attention, and thrive in the digital world. Through our innovative technologies and strategic expertise, we aim to deliver measurable results that drive your success.

Our services include strategy, creative and content development, media buying, campaign execution, reporting, and analytics.

To learn more please visit orange142.com