

CASE STUDY

Growing MBA Enrollment by 25% in One Year Through an Expanded Audience Strategy

Business School at Sequoia State University¹, a Large, Public University in the South

- About:** Sequoia State University is a large, public university in the South with a total business school enrollment of almost 6,000 students.
- Opportunity:** Sequoia State University saw an opportunity to grow and improve the class quality of several of their MBA programs, including their online, full-time, and professional programs. However, they needed additional hands and expertise to grow their application pool, market at scale, and engage harder-to-reach audiences, such as GMAT and GRE test-takers.
- Solution:** To help Sequoia State meet their goals, EAB expanded their lead sources to reach a wider audience of right-fit prospective students. EAB also used responsive marketing campaigns and data-driven messaging to engage hard-to-reach audiences, micro-surveys to understand intent and improve yield, and multiple new application deadlines to drive urgency.
- Impact:** After their first full year of partnership with EAB, Sequoia State University saw a 42% increase in applications and a 25% increase in enrollment for their MBA programs, leading to a 3:1 return on investment in just one year.

Impact Highlights 2022-2023

+25%
Increase in enrollment

3:1
Return on investment in one year

36%
Enrollments influenced by EAB

Growing Sequoia State's Prospect Pool by Expanding Audience Sources

To grow Sequoia State's prospect pool, EAB's team of lead generation experts introduced new audience sources, such as [Appily Advance](#), while expanding on several lead sources with untapped potential, including paid search and GRE and GMAT lists.

Expanding Existing Sources

GRE and GMAT



Sequoia State had a somewhat sporadic approach to list buying. EAB made data-driven list buys to expand names.

1) A pseudonym.

Inquiry Pool and Current Seniors



EAB helped Sequoia State augment their follow-up with this audience and keep building affinity, improving upon their decentralized approach.

Introducing New Audience Sources

NSC Matches



EAB matched former Sequoia State undergrad prospects with data mined from National Student Clearinghouse to find and market to a high affinity prospect pool.

Paid Search



EAB introduced a remarketing paid search campaign to reengage 391 leads with a below average cost-per-click rate.

Appily Advance



Sequoia State used Appily Advance to tap into a new source of high-intent prospects.

EAB's Responsive Marketing Campaigns Enhanced Prospects' Journey at Scale



Awareness

- Digital ad campaigns on LinkedIn and Facebook
- Messaging informed by data-driven student profiles, often emphasizing common goals of Sequoia State's prospects like "advancing your career" and "changing the world"

3,386

Average contacts per month



Consideration

- Welcome emails and mailers introducing Sequoia State's MBA options
- Micro-surveys to learn students' interests, concerns, and intent to enroll
- Trigger emails customized to the student concerns uncovered via micro-surveys
- Consistent communication through mail, email, and text to keep Sequoia State top of mind

33%

Response rate to micro-surveys



Decision

- New deadlines added to marketing campaigns to create urgency
- Deadline-focused emails encouraging students to "apply now," with an emphasis on prospects with high engagement scores

244

Applications influenced by EAB



EAB's Campaigns Supported Gains Throughout the Enrollment Funnel

Impact of One Year of EAB Partnership on Sequoia State's MBA Enrollment

