

## CASE STUDY

# How an EAB Partnership Helped One University Reverse Declines in Their Social Work Programs

Parsley University<sup>1</sup>, a Large, Private University in the South

**BACKGROUND:** Parsley University is a large, private research university in the South with a graduate population of nearly 6,000 students.

**OPPORTUNITY:** Parsley University’s primary goal was to increase enrollments for their online and on-campus MSW programs. Prior to EAB, they partnered with an OPM. Enrollment declined for two years, with spring enrollment decreasing by 50% the year prior to partnering with EAB.

**SOLUTION:** EAB’s team of experts strategically expanded Parsley University’s lead sources, enhanced their marketing campaigns, and improved organic lead generation by optimizing their social work program pages. EAB’s strategic use of digital media dollars and their ability to track that performance ensured down funnel impact and a strong return on investment.

**IMPACT:** In one year of partnership with EAB, Parsley’s MSW programs saw a 16% increase in applications and a 9% increase in enrollments for the Summer/Fall semesters.

## Impact Highlights

1 Year of Partnership  
Summer/Fall Semesters

**+16%**

Increase in applications

**+9%**

Increase in enrollment

## EAB Strategies that Helped Parsley University Enhance Prospect Engagement

### KEY CAMPAIGN STAGES AND STRATEGIES



#### Growing Awareness

EAB invested in paid search to grow awareness for Parsley’s programs and expand its prospect pool. It also improved organic lead generation through optimized website design.



#### Encouraging Consideration

EAB launched integrated marketing campaigns with tailored content and improved messaging to highlight Parsley’s online and on-campus MSW programs’ unique value.



#### Improving Conversion

EAB sent micro-surveys to Parsley’s admitted students to identify enrollment barriers and assess intent to enroll. This allowed their staff to focus on prospects most likely to enroll.



1) A pseudonym

### ENROLLMENT RESULTS

1 Year of Partnership, Summer/Fall

