



Mini MBA

in
Marketing

12 WEEK
CAMPAIGN
DURATION



BRIEF

The MW Mini MBA in Marketing is a CPD accredited, MBA level course. Mini MBA covers the same content and theories as the marketing core class taught on MBA programmes at the top business schools, but in just 12 lessons. Mini MBA approached MCM Net in May 2018 to run their acquisition campaign for the September course; since then, MCM Net have run the April 2019 acquisition campaign, launched a new campaign for the Marketing Week Leadership Masterclass, and are now planning an additional three campaigns for September 2019 completion.



IMPLEMENTATION



Mini MBA is the largest scale campaign MCM Net have worked on under the Centaur umbrella; with this in mind, the team have committed to developing highly innovative strategies that strive to broaden Mini MBA's reach while maintaining efficient spend and delivery targets.

In April 2019, MCM Net introduced a number of new advertising platforms, including Spotify, Gmail and LinkedIn InMail. These initiatives have demonstrated promising results, with Gmail generating a 13.4% open rate and LinkedIn InMail returning a 78% CTR. The team also ran a short burst of activity across international locations to test engagement rate, which generated a promising number of conversions.

RESULTS

The April campaign offered a 62% increase in bookings between 2018/2019, while the September campaign saw a 106% increase in bookings from 2017/2018. MCM Net were able to deliver exciting results and data-driven insight that will drive further innovation, optimisation, and streamlining of future campaigns.

106%
Increase in
Bookings

13.59%
CTR Across
Social

£0.01
Cost Per
Impression on
Spotify

