

iPace, Pace University's online undergraduate degree program, needed to enroll students for the fall term. With less than two months until the start of the fall semester, iPace had over 2,200 potential leads, and no communication plan in place.

Hudson Fusion was engaged to create a lead nurture strategy to communicate with current and new leads that would support the limited in-house staff responsible for moving students through the application process.

Hudson Fusion's objective was to move leads to the point of application with a goal of 60 new applications.

Results

64 new applicants were directly attributable to Hudson Fusion's lead nurture efforts

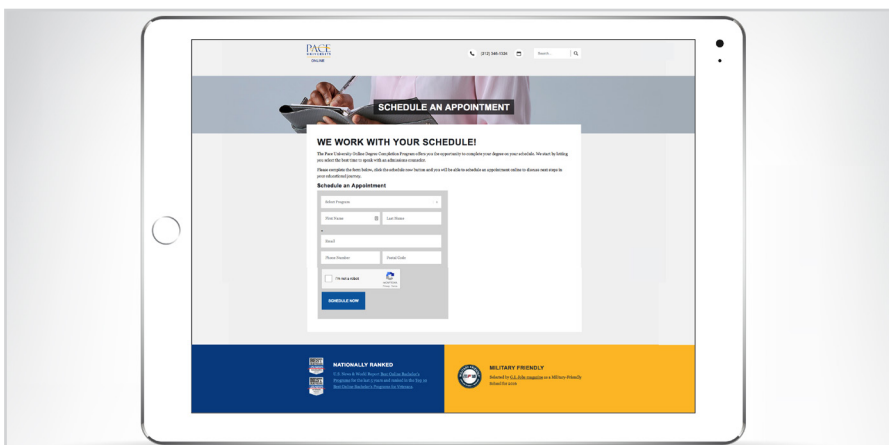
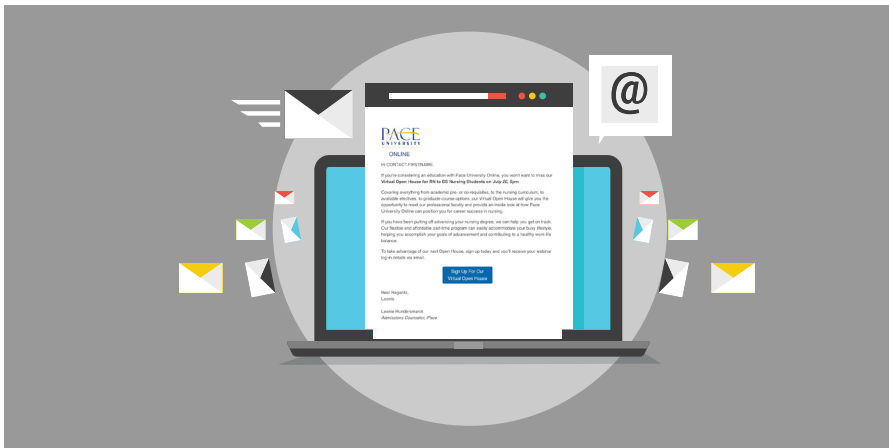
Potential revenue from applicants:

- Associate of Arts: 20 applicants value up to \$660,000
- Bachelor of Science: 27 applicants value up to \$1,782,000
- Bachelor of Science in Nursing: 17 applicants value up to \$1,387,200

Hudson Fusion contributed to a potential projected revenue of \$3,829,200

How Hudson Fusion Made It Happen

- Brought iPace to the HubSpot marketing and sales platform to effectively track user engagement for an integrated sales cycle
- Optimized conversion paths through call-to-action messaging refinement and form integration
- Provided automated email sequences and content to supplement communication activities
- Developed individualized and automated marketing campaigns based on program of interest
- Content designed to overcome perceived barriers to application and keep them engaged
- Developed re-engagement campaigns to communicate with both past contacts and resumption students



Don't take our word for it. See what iPace had to say:

"The team at Hudson Fusion has made all of the difference in designing and implementing a successful digital tracking and communications plan for our online degree programs. Their creative efforts and expertise have been a tremendous resource. It feels like Hudson Fusion is an extension of our organization. They have worked seamlessly with our staff to make our campaign a success within a very short timeline."

"We are grateful for their professionalism, expertise, and dedication to our project."

Dr. Nancy Lynch Hale
Executive Director
Pace University Online
Associate Professor
Seidenberg School of Computer Science
and Information Systems