

CLIENT SHOWCASE

Higher Education Marketing Campaign

OBJECTIVE: Johns Hopkins University School of Engineering wanted to create awareness of their online Biomedical Engineering course for High School students, as well as increase applications for enrollment in this course.

STRATEGY: To deliver their goals, we created a Digital Campaign to Build Awareness (reach) and Drive Enrollment (leads) amongst a targeted audience of High School Students, as well as their parents.

We recommended a paid Social Media Campaign strategy incorporating both a brand awareness campaign as well as a lead generating campaign to drive measurable results, targeting both High School students and parents.

DELIVERABLES: Johns Hopkins University's campaign success was evident by the vast volume of website traffic and lead forms completed.

RESULTS:

Lead Forms Completed: 156

Impressions Delivered: 200k+

Clicks to Learn More: 2k+

EXECUTED

Digital Advertising

Campus Marketing

Social Advertising

Mobile Marketing

Make the most of your summer with the JHU Engineering Innovation Program!

