



UPCEA MARKETING AWARD SUBMISSION: CAMPAIGN NARRATIVE

"EDUCATION THAT WORKS WITH YOU"

Campaign Purpose

At WSU Everett, higher education is a transformative experience that empowers individuals and uplifts the community. "Education that Works with You" embodies our commitment to accessible, affordable bachelor's degrees that address the evolving needs of the North Puget Sound region. The campaign showcases how we cater to the unique requirements of today's learners and highlights our role as an innovative educational institution offering programs aligned with industry demands, fostering career opportunities and personal growth.

Marketing Elements

We employed hyper-personalized, hyper-local geotargeting and geofencing advertising tactics to reach our target market where they were likely to engage and react. An integrated marketing effort included branded content, radio/podcast advertising, OTT/streaming ads, and digital, social, and print advertising.

Goal

Our goals were twofold. First, increase the number of qualified leads (prospective students) sent to admissions. Second, raise awareness of our campus and programs.

Impact

Campaign impact was evident through the substantial growth in key metrics, affirming its success in reaching prospective students and engaging with the community:

- **Website Traffic and Qualified Leads:** During the campaign period, our website traffic surged. Notably, the increase led to a substantial rise in qualified leads. Prospective students and community members who visited our website were more likely to express interest in our programs and initiatives, demonstrating the campaign's effectiveness in connecting with our target audience.
- **Engaged Sessions and Engagement Time:** 125% more users visited the site due to the campaign, and users spent over 125% more time on the site during each visit, indicating that the community was actively invested in the education we provided.
- **Completed Inquiry Forms:** A crucial aspect of the campaign's success was reflected in the 335% increase in completed inquiry forms, indicators of student interest in WSU Everett. The increase in completed RFIs underscores the campaign's success in attracting individuals who saw the campus as the right fit for their educational aspirations.