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campus

AMPLIFYING IMPACT THROUGH DIGITAL MARKETING

Partnering with Modern Campus to drive student enrollment and engagement through a comprehensive paid advertising and SEO strategy.



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MODERN CAMPUS: AMPLIFYING IMPACT THROUGH DIGITAL MARKETING

Company Overview

Modern Campus is a software solutions provider dedicated to higher education. With a focus on student lifecycle management, they offer tools for web content management, curriculum management, student engagement, and continuing education. Their technology helps institutions attract, engage, and retain students while improving student outcomes and driving enrollment growth.

Challenge

Modern Campus, a leading provider of innovative education solutions, sought the expertise of Partner in Publishing (PIP) to address two critical areas of their digital marketing strategy: SEO and SEM.

The company required an SEO strategy for their blog content to increase organic traffic from marketing-qualified leads. The primary goal was to drive these potential leads to the main blog, link to product pages, and encourage actions such as requesting demos, subscribing to the newsletter, or downloading resources. Additionally, technical challenges with the CMS required optimization to improve user experience on the blog, ensuring smoother navigation and better engagement.

Modern Campus also needed to establish a comprehensive 360-degree SEM strategy to enhance their results across various digital advertising channels. This strategy aimed to improve outcomes from acquiring Marketing Qualified Leads (MQLs) to their transition into Sales Qualified Leads (SQLs). The partnership between PIP and Modern Campus focused on significantly boosting the brand's presence across its digital channels by creating valuable content for potential clients at every conversion funnel stage. Leveraging tools such as detailed audience segmentation on LinkedIn and thorough keyword research on Google Ads, the main objective was to reach Modern Campus's ideal audience—decision-makers in universities and higher education institutions.





Key actions that needed to be performed

SEO

Content Strategy Enhancement: Revise the content strategy to align blog topics with target personas' pain points and needs.

Keyword Optimization: Conduct keyword research to identify high-impact keywords to improve search engine rankings and visibility for critical queries.

Content Calendar Creation: Develop a content calendar to ensure consistent publishing and signal search engines that Modern Campus is a reliable source of fresh, relevant content.

Performance Tracking and Analysis: Regularly track SEO performance metrics, pinpoint areas needing enhancement, and adjust strategies to optimize content performance.

SEM

Audience Segmentation: Utilize LinkedIn's advanced targeting capabilities to identify and engage with key decision-makers in the education sector.

Keyword Research: Conduct in-depth keyword analysis to optimize Google Ads campaigns, ensuring they reach the most relevant and high-intent search queries.

Content Creation: Develop high-quality, informative content tailored to the needs and interests of potential clients, regardless of their position in the conversion funnel.

Performance Tracking: Continuously monitor and analyze campaign performance to refine strategies and maximize ROI.





Key Questions Addressed

SEO

- Why doesn't our traffic convert into leads?
- What type of audience reads our blog?

SEM

- How can we increase the flow of MQLs for Modern Campus?
- How can we leverage Modern Campus's brand recognition to drive more conversions across its platforms?

The Process

SEO

Modern Campus granted PIP access to their blog content and internal data, allowing PIP to analyze top-performing keywords and high-traffic blogs. PIP identified the most effective keywords, examined competitor content, and analyzed the audience characteristics engaging with this content to understand user preferences and behaviors.

Building on this analysis, PIP refined Modern Campus' content strategy, prioritizing topics that resonated with target personas such as Higher Education Administrators and IT Leaders. The focus shifted from general educational topics to content addressing the consideration and decision stages, which are crucial for driving conversions. Categories like enrollment, engagement, retention, and admissions were emphasized to align with Modern Campus' solutions. PIP then created targeted articles to engage readers at these critical stages, addressing pain points and needs more effectively to increase conversions.

SEM

The company also gave PIP access to their digital advertising profiles on Google Ads and LinkedIn, allowing PIP to thoroughly assess ad performance and identify critical issues hindering conversion flow. By reorganizing campaigns to focus on the brand's products, PIP implemented a new strategy to meet the established objectives.

Detailed analysis of Google Ads search terms revealed new market niches, enabling targeted plans for specific audience needs while filtering out general searches. A consistent branding campaign was created to target individuals in the middle of the funnel (MoFu) based on search intentions, ensuring effective results. On LinkedIn, advanced audience definitions and refined messaging significantly increased the Click-Through Rate (CTR) and reduced the cost per qualified lead.

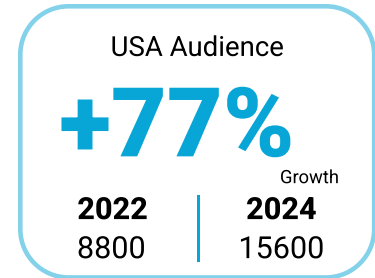
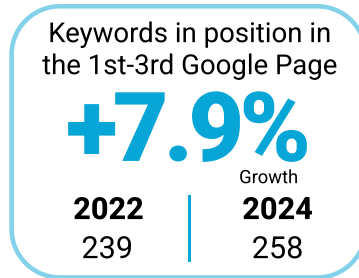
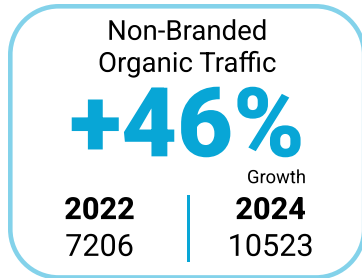


The Result

SEO

Leads received from July 2023 to July 2024

(Compared to the previous year).



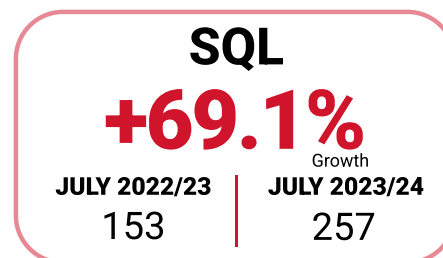
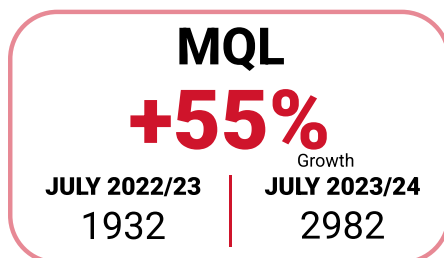
Modern Campus also secured first-page positions on Google for highly valuable keywords in the buyer journey as of July, with top rankings for terms like "digital transformation in higher education" (position 3-4), "trends in enrollment management" (position 1-2), and "enrollment management challenges" (position 1-2).

By addressing strategic challenges and solutions relevant to their buyer personas, PIP successfully aligned Modern Campus' content with business goals. This set the foundation to drive more conversions through an advanced content optimization strategy in later phases, focusing on conversion rate optimization rather than the bulk creation of new content.

SEM

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Modern Campus saw significant improvements in key performance indicators (KPIs) for digital advertising. On Google Ads, impressions increased by 738%, clicks rose by 204%, and the overall Click-Through Rate (CTR) achieved a 551% increase due to relevant keywords and well-targeted ads. These enhancements directly resulted from PIP's strategic optimization efforts, which focused on improving keyword targeting and ad relevance.

On LinkedIn, PIP's Account-Based Marketing strategy allowed for direct engagement with targeted messages, effectively recovering leads who had not completed the purchase process. This approach contributed to lead generation and improved brand perception by delivering precise messages to the appropriate audience, thereby enhancing Modern Campus' industry positioning and overall results.

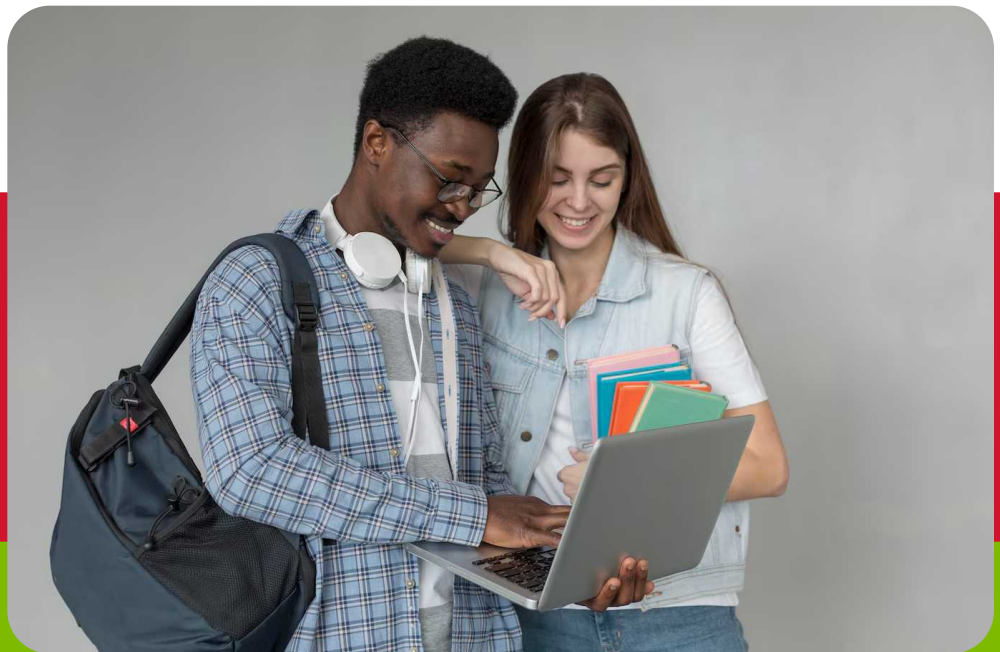


The Tactics

Modern Campus enhanced its organic visibility and digital reach through PIP's targeted content strategy and audience analysis. By focusing on blog topics aligned with various buyer stages, PIP addressed potential clients' specific needs and challenges throughout their journey. Additionally, a comprehensive SEM approach optimized Google Ads and LinkedIn campaigns, improving keyword targeting and audience segmentation to drive higher engagement and conversion rates across digital channels

The Benefits of Partner in Publishing:

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SEO Project Details

Content Clusters: Content was organized into key enrollment, engagement, and retention groups.

Editing and Copy: PIP collaborated with Modern Campus's internal content team to uphold brand voice and ensure high-quality content that met SEO optimization standards.

Topic Alignment: The topics were selected to address the needs of higher education administrators, IT and Digital Transformation Leaders, Marketing and Enrollment Officers, and Faculty and Academic Leaders.

Focus on Funnel Stages: Emphasis was placed on bottom-of-the-funnel and middle-of-the-funnel content that was crucial for the buyer personas.

SEO Optimization: Content was formatted in the CMS to ensure it was optimized for search engines with appropriate titles, meta descriptions, and heading structures.

Content Pipeline: Content was published or scheduled to maintain a steady publication pipeline, signaling to Google that Modern Campus was a consistent source of fresh information related to higher education.

Design: Blog hero images were created to align with the brand.

SEM Project Details

Comprehensive Assessment: PIP Conducted a detailed evaluation of existing ad performance on Google Ads and LinkedIn.

Campaign Reorganization: Reorganized campaigns to focus on specific products, enhancing conversion rates.

Market Niche Identification: Identified and targeted new market niches through in-depth keyword analysis.

Consistent Branding: Developed a robust branding campaign targeting MoFu stage individuals, ensuring steady results.

Advanced Audience Targeting: Utilized LinkedIn's advanced targeting to reach the ideal audience, improving engagement metrics and reducing lead costs.



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