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modern[®]
campus

CASE STUDY

Strategic SEO, SEM, and Paid Ads for Digital Growth

Results Summary:

+55%
growth in MQLs

+69.1%
growth in SQLs

+46%
growth in non-
branded organic
traffic

+77%
USA audience
growth

Secured first-page
rankings on
Google for high-
value keywords



Company Overview

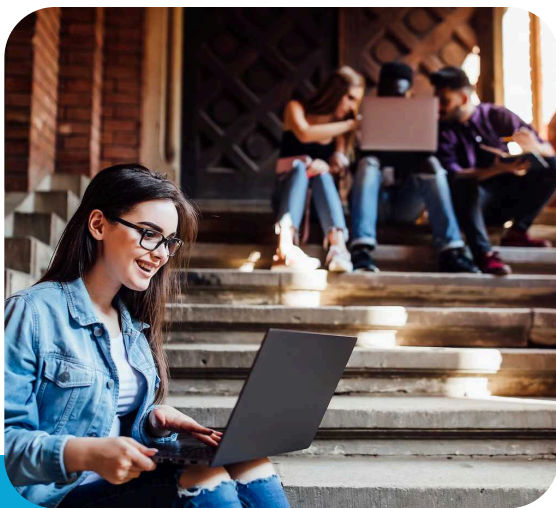
Modern Campus is a leading provider of software solutions designed for higher education, specializing in student lifecycle management. Their suite of tools—including web content management, curriculum management, student engagement, and continuing education—empowers institutions to attract, engage, and retain students. By streamlining processes and enhancing the student experience, Modern Campus helps colleges and universities drive enrollment growth and improve student outcomes.

The Challenge

Modern Campus faced a two-fold digital marketing challenge

SEO and Technical Optimization: Modern Campus needed an SEO-driven content strategy designed specifically to attract marketing-qualified leads organically. This strategy needed to guide visitors seamlessly from blog posts to product pages, prompting key actions such as requesting demos, subscribing to newsletters, or downloading resources. Additionally, technical optimizations within their CMS were essential to deliver a smoother, more engaging user experience.

Comprehensive 360-degree SEM Strategy: Modern Campus also required a comprehensive 360-degree SEM strategy to significantly enhance their digital advertising performance. The goal was to improve the progression of leads from Marketing Qualified Leads (MQLs) to Sales Qualified Leads (SQLs). Achieving this demanded precise audience segmentation on LinkedIn, rigorous keyword research on Google Ads, and targeted content crafted specifically to resonate with key decision-makers at universities and higher education institutions.



The Path to Performance

To address these challenges head-on, Modern Campus turned to **Partner in Publishing (PIP)**. The collaboration centered around significantly enhancing Modern Campus’s brand presence across digital channels through targeted, high-value content tailored to every stage of the conversion funnel. Leveraging detailed audience segmentation on LinkedIn, strategic keyword research on Google Ads, and a robust SEO-driven content approach, PIP enabled Modern Campus to effectively engage their ideal audience.



Key Questions Addressed

SEO

- Why aren't we turning blog traffic into leads?
- Who are we actually reaching with our content?

SEM

- How can we drive a higher volume of qualified leads (MQLs)?
- How can we better leverage Modern Campus's brand to increase conversions?

The Process

SEO

Modern Campus provided PIP with comprehensive access to their internal analytics and blog content, enabling an in-depth analysis of top-performing keywords, high-traffic pages, and audience behaviors. PIP conducted rigorous keyword research, performed a detailed competitive analysis, and carefully segmented audience engagement data to uncover precise insights into reader preferences and motivations.

Building on these insights, PIP strategically refined Modern Campus's content approach, shifting the emphasis from broad educational topics to targeted content designed specifically for influential personas, including Higher Education Administrators and IT Leaders. This refined strategy prioritized critical conversion-focused themes—such as enrollment, student engagement, retention, and admissions—that closely aligned with Modern Campus's core offerings. Leveraging this targeted approach, PIP developed compelling, persona-specific articles that directly addressed audience pain points, driving deeper engagement and substantially improving lead conversions.

SEM

Modern Campus granted PIP full access to their Google Ads and LinkedIn platforms, enabling a deep performance audit to uncover key obstacles affecting lead conversion. PIP restructured campaigns to focus more directly on Modern Campus's core products and implemented a refined SEM strategy to drive stronger results.

A thorough review of Google Ads search terms revealed untapped market opportunities, allowing for precise audience targeting while filtering out low-intent traffic. A strategic branding campaign was launched to engage middle-of-funnel (MoFu) prospects, improving efficiency and lead quality.

On LinkedIn, advanced audience segmentation and refined messaging significantly boosted Click-Through Rates (CTR) while reducing the cost per qualified lead, maximizing the impact of Modern Campus's digital advertising efforts.



SEO Project Details

Content Clusters: Content was structured into key themes—enrollment, engagement, and retention—to align with critical audience interests and search intent.

Messaging Refinement: PIP worked closely with Modern Campus’s content team to maintain brand voice, enhance quality, and ensure every piece met SEO best practices.

Topic Alignment: Content was tailored to address the priorities of higher education administrators, IT and Digital Transformation Leaders, Marketing and Enrollment Officers, and Faculty and Academic Leaders.

Funnel-Focused Strategy: Emphasis was placed on middle- and bottom-of-the-funnel content, ensuring key decision-makers received relevant information at critical stages of the buyer journey.

SEO Optimization: Content was structured in the CMS with optimized titles, meta descriptions, and heading formats to maximize search engine visibility.

Content Pipeline: A steady publishing schedule was implemented to reinforce Modern Campus’s authority, signaling to Google that it is a reliable source of fresh, relevant higher education content.

Brand-Aligned Design: Custom blog hero images were created to maintain a cohesive visual identity and enhance engagement.

SEM Project Details

Comprehensive Performance Evaluation: PIP conducted an in-depth analysis of existing Google Ads and LinkedIn campaigns to identify areas for optimization and growth.

Strategic Campaign Reorganization: Campaigns were restructured to focus on specific products, driving stronger engagement and higher conversion rates.

Market Expansion Through Keyword Insights: In-depth keyword analysis uncovered new market niches, allowing for precise audience targeting and improved ad effectiveness.

Consistent Brand Presence: A dedicated branding campaign was launched to engage mid-funnel (MoFu) prospects, ensuring steady visibility and lead nurturing.

Advanced Audience Targeting: Leveraged LinkedIn’s sophisticated targeting tools to reach high-value decision-makers, improving engagement and reducing cost per qualified lead.



Strategic Actions Implemented

SEO

Content Strategy Enhancement: Refined the content strategy to ensure blog topics directly address the pain points, priorities, and needs of target personas.

Keyword Optimization: Performed targeted keyword research to identify high-impact terms that boost search engine rankings and enhance visibility for critical queries.

Content Calendar Creation: Built a structured content calendar to maintain consistent publishing, signaling to search engines that Modern Campus is a trusted source of timely, relevant content.

Performance Tracking and Analysis: Continuously monitored SEO performance metrics to identify opportunities, address gaps, and refine strategies for optimal content performance.



SEM

Audience Segmentation: Leveraged LinkedIn's advanced targeting tools to precisely identify and engage key decision-makers within the education sector.

Keyword Research: Performed comprehensive keyword analysis to optimize Google Ads campaigns, ensuring alignment with highly relevant, high-intent search queries.

Content Creation: Produced high-quality, targeted content designed to engage potential clients at every stage of the conversion funnel.

Performance Tracking: Consistently monitored and analyzed campaign performance, refining strategies to drive stronger results and maximize ROI.

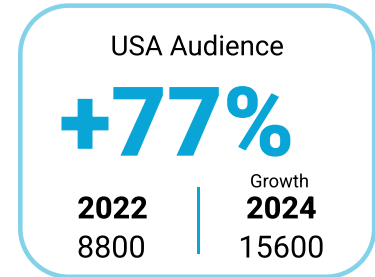
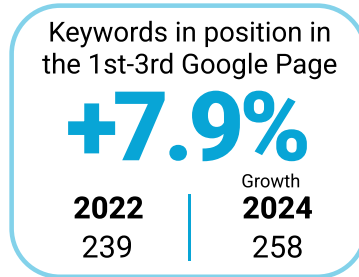
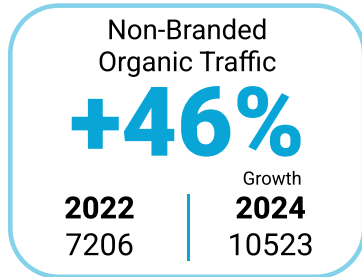


The Results

SEO

Leads received from July 2023 to July 2024

(Compared to the previous year)



Additional Wins

As of July 2024, Modern Campus **secured first-page rankings on Google for high-value keywords** in the buyer journey, including:

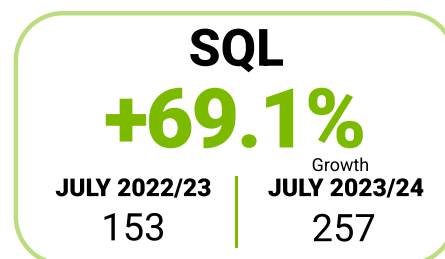
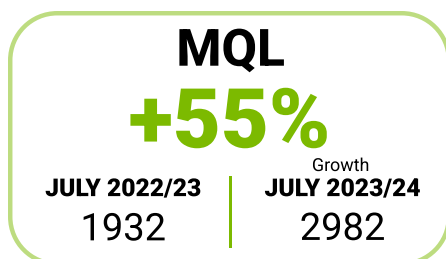
- "Digital transformation in higher education" – Positions 1-2
- "Trends in enrollment management" – Positions 1-2
- "Enrollment management challenges" – Positions 3-4

By addressing key strategic challenges and tailoring solutions to their buyer personas, PIP successfully aligned Modern Campus's content with business goals. This created a strong foundation to drive more conversions, paving the way for a refined content optimization strategy in later phases—one focused on conversion rate optimization rather than high-volume content creation.

SEM

Leads received from July 2023 to July 2024

(Compared to the previous year)



Additional Wins

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 enabled direct, personalized engagement with key decision-makers, successfully re-engaging leads who hadn't completed the purchase process. By delivering targeted messaging to the right audience, this approach not only drove lead generation but also strengthened Modern Campus's brand presence—reinforcing its industry leadership and driving meaningful results.



The Benefits of Partnering with PIP

Managing SEO, SEM, and content strategy in-house requires significant time, expertise, and ongoing optimization. By partnering with PIP, Modern Campus gained access to a team of specialists with deep experience in EdTech and the unique buyer journey of higher education decision-makers.

Rather than stretching internal resources to navigate evolving digital strategies, they leveraged PIP's targeted approach, refined audience segmentation, and real-time campaign optimizations. With a data-driven strategy aligned to both marketing and sales objectives, PIP delivered measurable impact, accelerated lead generation, and strengthened Modern Campus's digital presence.





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