

KEO Marketing CASE



GRAND CANYON
UNIVERSITY™

STUDY

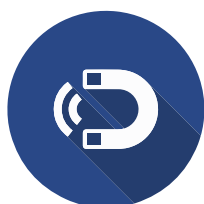


**GENERATING NEW EDUCATION LEADS
AT PROFITABLE COST**



**Insight
Selling**

EDUCATION MARKETING



**Inbound
Marketing**

LEAD GENERATION



**Outbound
Marketing**

ACCOUNT BASED MARKETING



**Content
Marketing**

MOBILE • LOCAL • SOCIAL



**Marketing
Automation**

LEAD NURTURING



Grand Canyon University Trusts KEO Marketing's Pay Per Click (PPC) Management Solutions to Boost Admissions

The Company

Since 1949, Grand Canyon University has been a premier private university in Arizona, helping students find their purpose and achieve their potential by landing the career of their dreams, advancing their career and even changing careers.

Grand Canyon University offers online and campus-based degree programs through the Ken Blanchard College of Business, College of Education, College of Nursing, College of Arts and Science, College of Fine Arts and Production and College of Doctoral Studies.

As a leading private university in Arizona, GCU emphasizes individual attention for both traditional undergraduate students as well as the working professional.



The Challenge

For the better part of a year, Grand Canyon University ran a large paid advertising campaign in-house. Their budget and in particular their cost per lead (CPL), had skyrocketed. And, despite having a well-organized campaign and good ad text, their landing pages had yet to experience the conversion results for which they had hoped.

GCU decided to outsource their paid advertising campaign to a local firm that could help them increase their reach, expand their online presence and get new education leads at a profitable cost.

“Our campaign was simply too expensive for the return,” said Christel Mosby, senior vice president of marketing for Grand Canyon University. “We needed to find another way to let prospective students know that our institution is the best choice for them – for their education, for their career, for their lives - and do it in a cost effective way.”



The Solution

Grand Canyon University partnered with KEO Marketing Inc to provide online marketing solutions that would deliver the highest number of new leads at the most profitable cost. In particular, KEO offered GCU an innovative Search Engine Marketing (SEM) solution. PPC, or “Pay-Per-Click,” management involves purchasing ads on search engines.

Through PPC management, KEO delivers a fast and cost-effective solution for driving more qualified visitors to a website and capturing information through strong calls to action and lead generation forms.

After determining the monthly budget for the campaign, which included a target CPL, or “Cost Per Lead,” KEO devised a plan to extend GCU’s reach. The vast majority of web traffic is directed by two search engines like Google and Bing, so KEO focused their efforts on driving traffic from those two sources.

GCU’s PPC campaign was managed and monitored by KEO’s team of Google Adwords Certified experts. The solution also included:

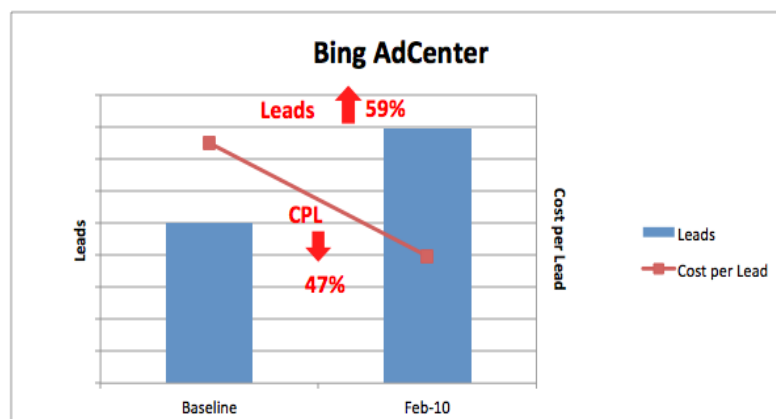
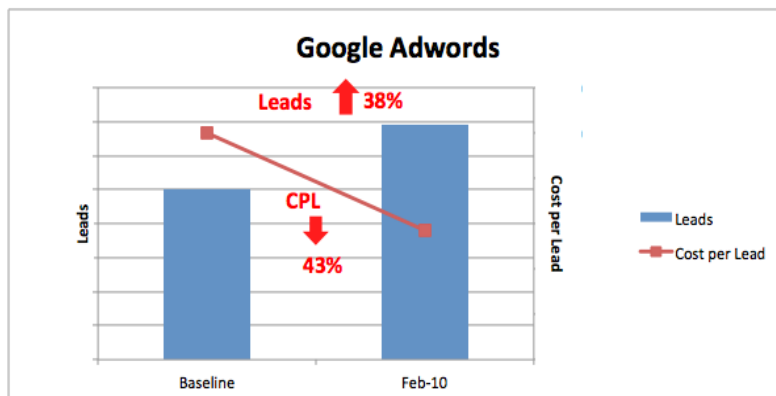
- PPC strategy
- Competitor research
- Extensive keyword research
- Ad copy optimization
- Landing page design, deployment and testing
- Quality score and performance audits
- Bid management and optimization
- Analytics



The Results

After nearly a year, Grand Canyon University showed measurable results. For example:

- **Increased Leads:** From baseline metrics in May 2009 to February 2010, GCU experienced a 38% increase in the number of leads they received from the Google Adwords PPC campaign and a 59% increase in leads from Bing AdCenter.
- **Reduced Costs:** During that same period, the CPL was reduced by 43% in Adwords and 47% in AdCenter.





ABOUT KEO MARKETING

KEO Marketing, a leading business to business (B2B) digital marketing agency in Phoenix, develops and executes innovative marketing strategies and plans that help clients succeed online. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

Led by a team of marketing experts, KEO Marketing specializes in B2B, online and inbound marketing strategies that deliver results. Some of these solutions include search engine marketing and optimization, online advertising, social media, mobile marketing, local marketing and more.

For more information or to request a complimentary marketing audit, please visit us online at keomarketing.com



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