

CASE STUDY: LEARNING MANAGEMENT SYSTEMS

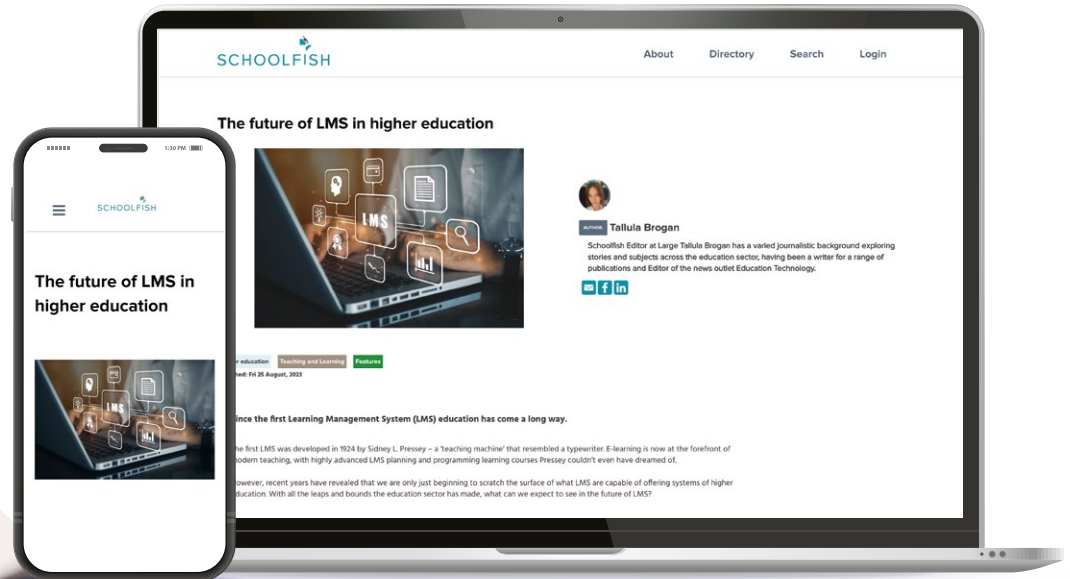
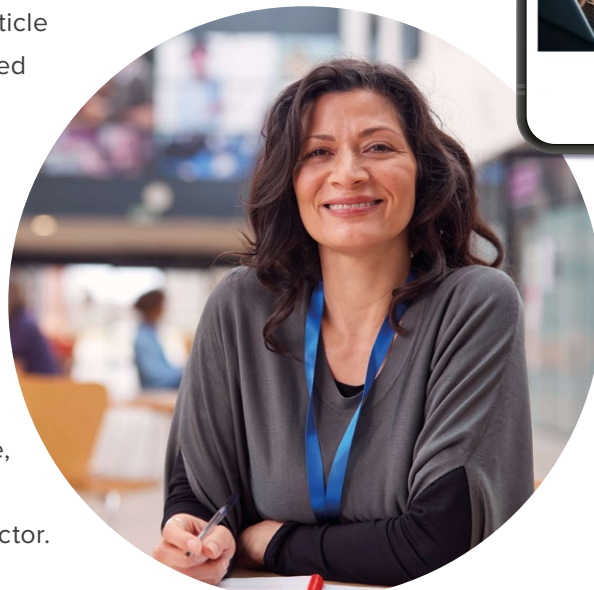
Objective

To engage higher education professionals with a deep dive feature article that explored the transformative power of Learning Management Systems (LMS) in the higher education landscape, elevating brand awareness and creating opportunities for lead generation, within a large and growing UK business sector.

Our approach

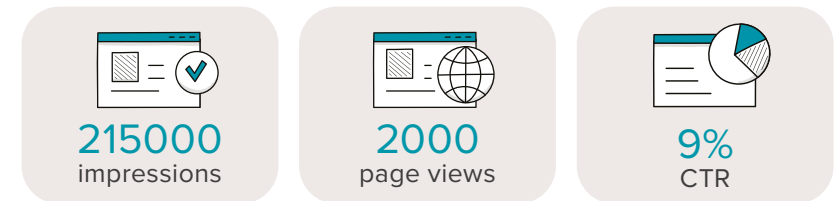
Our highly experienced Editorial team carefully researched and wrote a feature article which our Marketing team optimised for SEO, then published on our own site to attract an organic audience alongside the effective promotional campaign

To further boost engagement, we executed a promotional campaign through a variety of digital channels to target a diverse, but relevant audience of decision makers in the higher education sector.



Results

Our multi-channel approach reached our desired audience which we measured across a variety of metrics:



Further opportunities

Throughout the campaign we captured data to retarget engaged page visitors with further marketing of LMS solutions. Opportunities for sponsored participation in retargeting campaigns are available now.

