

Case Study: Branding

The Client

Azusa Pacific University

The Challenge

APU is very focused on branding. They want the University to be well-represented and for the marketing campaigns to showcase what the school has to offer. Azusa is a faith-based school that offers study abroad programs for all their undergraduate students. We were challenged by the University to find creative ways to optimize their school throughout the Web by using videos showcasing these programs while building their brand in the process.

The Action

PlattForm is performing a search engine optimization campaign on APU's web site, as well as pay-per-click advertising to improve brand recognition for Azusa and to produce high quality leads. We developed various banner advertisements and placed them on sites such as Godtube.com, youtube.com and catholic.org.

The Result

Azusa Pacific University's campaigns have been very successful. The school is highly ranked in search engine listings due to our SEO work and the PPC campaign has produced many high quality leads. We have been able to increase traffic by 807%, impressions by 475.6% and CTR by 100%. all of this while still working with the exact budget Azusa's past marketing partner worked on.

The video optimization campaign was also been very successful. We exceeded Azusa's expectations! On one site where videos were placed, we saw 616 video page impressions with a conversion rate of 2.76%. The banner ads generated 613 clicks and 429,600 impressions. This was all done in a time frame of 16 days.