

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

UMASS BOSTON

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SummitCrew.com



Understanding the Client

ABOUT UMASS BOSTON

The University of Massachusetts Boston is a public research university in Boston, Massachusetts. It is the only public research university in Boston and the third-largest campus in the five-campus University of Massachusetts system.

THE SITUATION

The University of Massachusetts Boston wanted to implement a unique strategy to drive recruitment, interest and increased program applications through international exposure.

- Brand Awareness
- Digital Advertising
- Target Audience Identification

THE CHALLENGE

They faced challenges with a limited available budget. Summit Crew utilized a strategic digital marketing approach to control ad spending most cost-effectively. By identifying the channels capable of reaching the right audiences, Summit Crew aided in achieving their goals quickly and efficiently.

THE SOLUTION

Summit Crew reviewed prior year strategies, target audiences, and major markets to develop a plan to drive more brand awareness in foreign markets with high interest in programs offered. After identifying the behaviors of target audiences, Summit Crew implemented an AdWords strategy that would allow UMass Boston to get the most out of its budget.



**ACTION
STEPS**



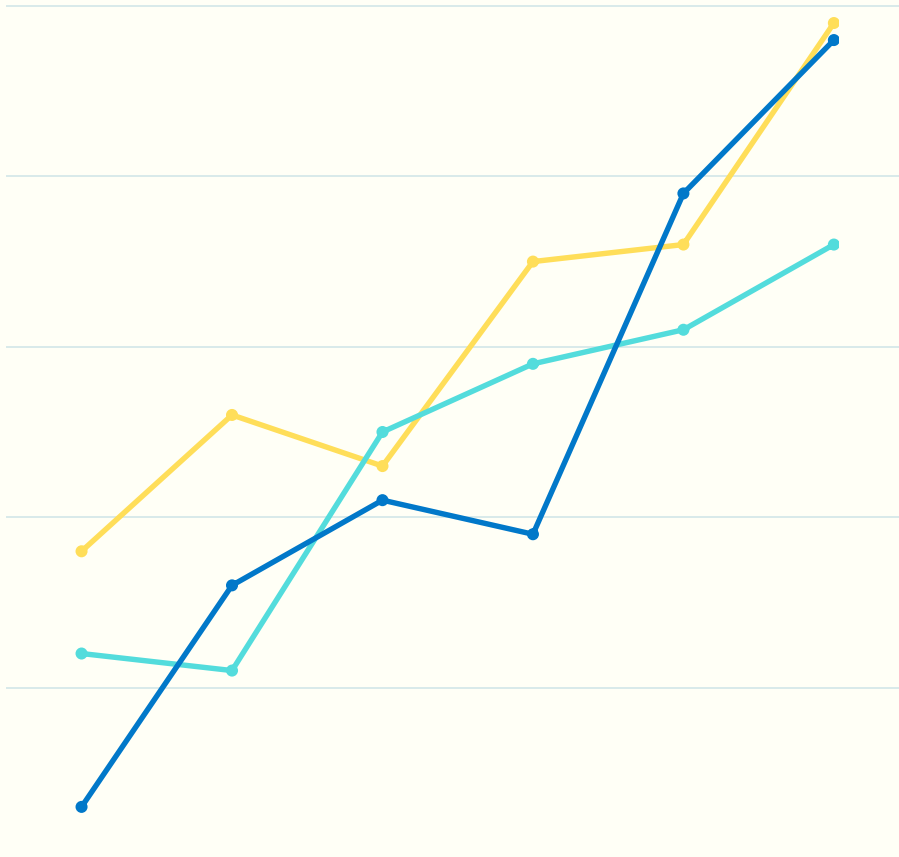
12%

INCREASE IN AQUISITIONS ACROSS ALL CHANNELS

1000%

INCREASE IN RECRUITMENT-RELATED INTEREST

The Results



NUMBERS ON THE RISE

After implementing digital advertising strategies, acquisition across channels grew by over 12% for UMass Boston.

Recruitment-related interest grew by over 1000% from the previous year.