



Utah State University attracts quality graduate students with targeted LinkedIn campaign

Utah State University's Jon M. Huntsman School of Business elevated its profile among potential graduate students with LinkedIn Display Ads and Sponsored InMails – all carefully targeted to LinkedIn members by region, job title, and undergraduate degrees. The campaign not only attracted new enrollees for the school's graduate programs in business, management information systems, and human resources, but also generated high interest and engagement among professionals considering future graduate-level education.

Challenge

Utah State University must effectively communicate the value of their programs to a limited pool of qualified candidates in a highly competitive marketplace. Marketing outreach for the business school's MBA, MS in Management Information Systems, and MS in HR programs required a tight focus on regional professionals who have recently earned undergraduate degrees in these key program areas.

Solution

The professional mindset on LinkedIn provided the ideal context to communicate with aspiring graduate students.

LinkedIn Display Ads and Sponsored InMails helped Utah State University promote the value of its graduate programs to a precise audience of bachelor's degree holders in Utah and Idaho, working in general business roles as well as IT and human resources.

- Sponsored InMails delivered details about the MBA program's innovative approach
- LinkedIn targeting zeroes in on professionals with less than five years of work experience – a key demographic for graduate program marketing
- Clicks on Display Ads and Sponsored InMails lead to landing page to request information

Results

Utah State University attracted high-quality applicants to its master's programs resulting in an increase in tuition revenues.

- **20 to 1** return on investment in campaign
- **71%** conversion rate for requests for information
- **27.5%** open rate for Sponsored InMail

Campaign Screenshots

LinkedIn

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The Jon M. Huntsman School of Business at Utah State University has reinvented the MBA. Created in collaboration with Harvard Business School professors, business leaders, employers and former students, the Huntsman One-Year MBA has been constructed to provide students with the knowledge and tools necessary to compete in today's global business environment.

With our one-year MBA, you not only spend less on tuition, but you get out into the workforce faster. For many Huntsman students, that's a \$100,000 advantage versus a traditional two-year MBA program. We also offer 22-month weekend professional MBA programs in Salt Lake City, Ogden, Thanksgiving Point, Logan, and starting in January 2014, Rexburg, Idaho. We are now accepting applicants through our website: www.huntsmanmba.com. I invite you to check out our program, and call us with any questions. We would love to have you join our ranks this fall.

For more information on the Huntsman School of Business MBA, click here:

[Click Here](#)

Sincerely,
Konrad Lee, Director of the MBA Program

LEARN MORE ABOUT OUR MBA PROGRAM

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“Attracting quality students is key to the success of our graduate business programs. The ability to target our marketing efforts on LinkedIn by region, expertise, and career level made it possible to reach and engage with the precise audience we needed.”



Eric Schulz

Co-director of Brand Management and Strategic Marketing
Utah State University

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