eCornell nurtures prospective students and generates leads with LinkedIn Lead Accelerator

Overview

eCornell is a subsidiary of Cornell University that provides online professional and executive development to students around the world. It offers more than 30 award-winning professional certificate programs in a wide variety of disciplines, including leadership and strategic management, hospitality and foodservice, marketing, and more. eCornell's unique approach to online learning combines the most effective elements of an Ivy League classroom with the flexibility of an online learning environment.

Challenge

eCornell is very active across multiple marketing channels including email, display, social media, and more in its endeavor to reach prospective students and help them learn more about eCornell's online programs. But making the decision to enroll in a certification program can take time. Andrew Hickey, Director of Digital Marketing at eCornell shares, "We wanted to stay closer to our prospects and help guide them through the research and decision making process. If we consistently deliver relevant content to people throughout that process we not only make their decision easier, but we're winning over quality leads ready to start one of our certificate programs."

Solution

LinkedIn Lead Accelerator enabled eCornell to deliver sequenced ads and content to prospective students through display and social advertising, and nurture them whether they had shown interest in a specific program or were just perusing eCornell's home page.

Hickey explains, "We receive a lot of traffic to our homepage and we wanted to proactively leverage the value of that audience. So instead of waiting for them to return and dig deeper into our site, Lead Accelerator enables us to nurture them with a series of offers about specific areas of our catalog of professional development programs. This makes it easy for prospects to engage with the programs that they're most interested in, and they're seeing these offers across LinkedIn Sponsored Updates, Facebook News Feed, and display."

Results

- Landing page conversion rates are **2x** higher than normal marketing campaigns
- Cost per lead is **3x** lower than what they've seen through traditional retargeting

Screenshots

Visitors that reach eCornell's Executive Leadership page but don't request more information are nurtured across LinkedIn Sponsored Updates, Facebook News Feed, and display ads, with a series of offers for eCornell's Executive Leadership Certificate.

eCornell How do you become an effective leader in your organization? eCornell's Executive Leadership certificate contains MBA-level content that helps build critical skills needed for a leadership role. Earn this award-winning, Ivy League certificate around... more

Executive Leadership Certificate
bit.ly • An Executive Leadership Certificate from Cornell is ideal for working professionals with limited time to pursue an advanced degree, but a strong desire to move ahead. This program provides practical, MBA-level content.

"I think one key thing Lead Accelerator does right is this – as soon as a prospect engages and shows interest in a particular program, they start receiving sequenced messaging that's relevant to the specific program they've shown interest in. You can see the impact of this in the performance and you can see it in the quality of each lead."

Andrew Hickey
Director of Digital Marketing
eCornell

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