

Objective

- To drive enrolment for UniSA Online's undergraduate degrees among mid-career professionals in a cost-effective manner
- To clearly articulate the value of UniSA Online as a brand differentiator from other offerings in the market

Solution

- Used LinkedIn's targeting capabilities to accurately identify audiences who are open to education and upskilling opportunities
- Adopted an always-on, full-funnel marketing strategy to meaningfully and consistently engage audiences
- Served a mix of Video and Single Image Ads, using A/B testing to optimise creative performance
- Retargeted engaged audiences for lead conversion

Results

21%

reduction in cost per application with an always-on, full-funnel marketing strategy on LinkedIn



“

With a full-funnel strategy, we're investing more in brand awareness and making sure that our messages are tailored to the audience journey. We're seeing this investment pay off down the marketing funnel. We're now able to drive leads with less retargeting, which has in turn lowered our cost per application by over 20%.



Elle Martin
Marketing Manager
UniSA Online