

Pepperdine Business School Drives Powerful Results with Message Ads and Lead Gen Forms



PEPPERDINE | GRAZIADIO BUSINESS SCHOOL | Location: Los Angeles, CA | No. of Employees: 350 | Industry: Higher Education



“What worked really well for us was the Message Ad campaign. There was a real return on investment from the time we did it to the actual leads we got out of it.”

Claudio Ludovisi

Assistant Dean, Marketing Strategy and Corporate Relations, Pepperdine University, Graziado School of Business



Challenge

- Pepperdine Graziadio Business School planned to utilize a new merit scholarship opportunity in the market to attract new students, but needed an avenue for getting that message across to the right potential candidates, quickly and effectively.
- The business school faces a lengthy process in converting students, so it required a method that enabled them to engage highly qualified leads directly.



Solution

Working with its LinkedIn account team, Pepperdine created a unique target audience based on strong historical performance, and developed a plan to reach them via Sponsored Message Ads and Sponsored Content combined with Lead Gen Forms.



Results

- Although Pepperdine is a longtime user of LinkedIn’s marketing and advertising tools, they say that this campaign “far surpassed all expectations,” driving more than 2,500 clicks.
- The school reports that its merit scholarship Message Ads drove more than 15 enrollments, with Sponsored Content adding even more, leading to “outstanding ROI.”

750+

Leads Driven by LinkedIn Message Ads

20%

Above Benchmarks

Clickthrough Rates and Open Rates for Message Ads Campaign

Staying on Target

- The key to Pepperdine’s success with this campaign was refining its audience to target just the right people, combining traditional qualification standards with proximity to campus and the right background degrees for the demands of the program.
- Pepperdine Graziadio Business School has found strong engagement on LinkedIn as a communication platform as users are inherently focused on their career, networking, and advancement, making it a strong target audience for business school program marketing.

The Power of Message Ads Plus Lead Gen Forms

With an audience that had a high likelihood of converting, Pepperdine took advantage by reaching out through personalized Message Ads messages. Integrated Lead Gen Forms made it easy for prospects to provide contact info and learn more without jumping through hoops.

Overall Impact

- LinkedIn proved to be a perfect platform for connecting receptive professionals with opportunities for further educational advancement.
- “The campaign is regarded as our most successful Message Ads, and has spurred plans for additional outreach for our other graduate programs,” says Jodi Hill, Director of Marketing.

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GRAZADIO

Pepperdine MBA Scholarships

Complete this form to learn more about the Pepperdine Part-Time MBA and your scholarship opportunities.

Email address _____

Phone number _____

Are you a member of the European Union? _____



“We found a partner in LinkedIn to look at strategically what we wanted to do... And I think that’s what worked so well, we were up for innovation, they had some things to try, and we were game.”

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