



# 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.

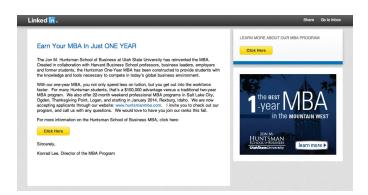
- Sponsored InMails delivered details about the MBA program's innovative approach
- LinkedIn targeting zeroes in on professionals with less than five years of work experience - a key demographic for graduate program marketing
- Clicks on Display Ads and Sponsored InMails lead to landing page to request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



"BEST
MSHR program
in the
WEST"

-Western Regional
Graduate Programs

| Jon M. |
HUNTSMAN |
SCHOOL OF BUSINESS |
UtahStateUniversity



"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

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.

