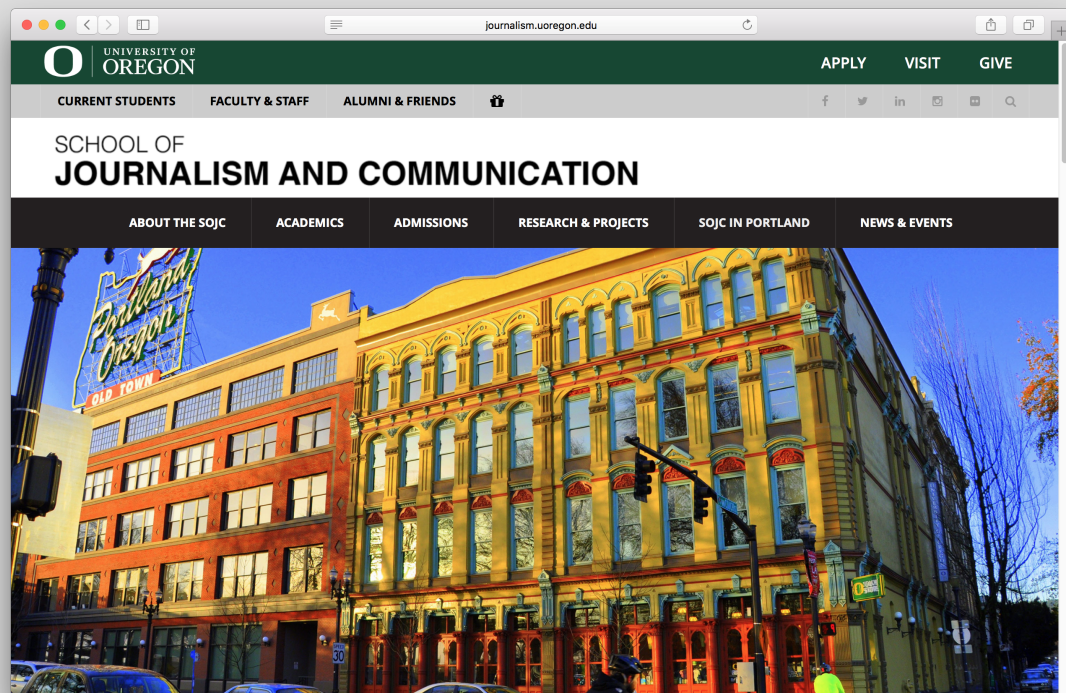


Select Page



The School of Journalism and Communication in Portland is a branch of University of Oregon that offers cutting edge masters programs for working professionals.

434%

Increase in website conversion
rate

1146

Requests for more information

849

Program applications started

1,237,809

Impressions

86,701

Interactions - including video
engagement

205

Conversions

12.7%

Conversion rate in Search



The Intuitive team has assisted the Portland master's programs since December 2016 with good results. This work also has enabled the team to gather insights about our desired audience and refine the approach.

Melissa A

Problem

SOJC was striving to meet their enrollment caps with ideal candidates for their two Master's programs offered in Portland. These programs are scheduled to be ideal for working professionals who need weekend or night time classes. They had a limited budget and needed to reach a very specific audience, with the goal of generating qualified leads to fill their classes. They had experimented with PPC marketing internally but were not seeing this investment turn into program applications.

Solution

After developing clear personas for who their ideal prospective students are we created compelling campaigns for each specific program that contained ad sets aimed at users at different parts of the conversion funnel, with various desired actions for each stage, geared towards finally completing a program application. We paid special attention to location targeting for our ads to ensure we are only advertising to people currently in the Portland Metro area or who are looking for programs in Portland.

Results

Last year they filled both programs completely with highly qualified applicants before their open enrollment date had even come to pass. Students who did not get in last year, or who had not completed applications in time became excellent lead sources for their 2018 programs.