



Case Study
West Texas A&M University
Education on Demand

Higher Education Department Finds Success with Paid Digital Advertising Approach



Year Over Year Results in
Record-Enrollments for
On-Demand Program

“LuckyTamm has been great to work with. They always respond in a very timely fashion and their customer service is outstanding as they frequently check in and provide detailed updates about our digital marketing campaign. It’s been nice to have a vendor we can count on year after year to do a good job and help us optimize our advertising monies.”

Michelle Vinyard, Director, Extended Studies

About

West Texas A&M University Education on Demand (EoD) offers self-paced, affordable, online courses for individuals looking for continuing education credits, professional development, and enrollment levelling courses. The program caters to adult learners looking for career advancement or those looking to meet admission requirements for a degree program.



Challenge

Since 2020, LuckyTamm has been working closely with WTAMU EoD to tailor the online degree offerings to increase student enrollments. To begin, LuckyTamm provided additional support with Prospective Student Journey Mapping, an email autoresponder, and a comprehensive digital advertising campaign. Given the changing marketplace of post-pandemic education requirements a strategic approach with ongoing optimizations has been critical to the success of the working relationship.



Solution

LuckyTamm conducted thorough competitive analysis of similar on-demand education programs, search queries, and market research. These findings helped craft a marketing strategy that shed light of the competitive landscape and identified gaps where the program could take advantage of low-hanging fruit in the digital advertising space. In addition, the intentional work of developing a consistent advertising initiative with continual optimizations has set WTAMU EoD apart from the competition.



Stats

\$3.41
Average CPC

Nearly
1,000
Campaign
Conversions

60%
Increase in
Program
Enrollment

12,75%
Conversion Rate
on Ad Group

193,012
Campaign
Impressions



Results

WTAMU EoD program leaders attribute the campaign as the main driver behind the largest influx of course enrollments year over year. For students interested that did not enroll, the additional touch point of the email drip campaign has further nurtured students down the enrollment funnel. The ability to leverage digital advertising to entice users to engage with the program has helped exceed program enrollment goals and set a solid foundation for future enrollment cycles.