



Ellison Ellery

Marketing and Growth Agency



THE UNIVERSITY OF ARIZONA
GLOBAL CAMPUS

Case Study



Marketing Consultant + Fractional CMO Case Study

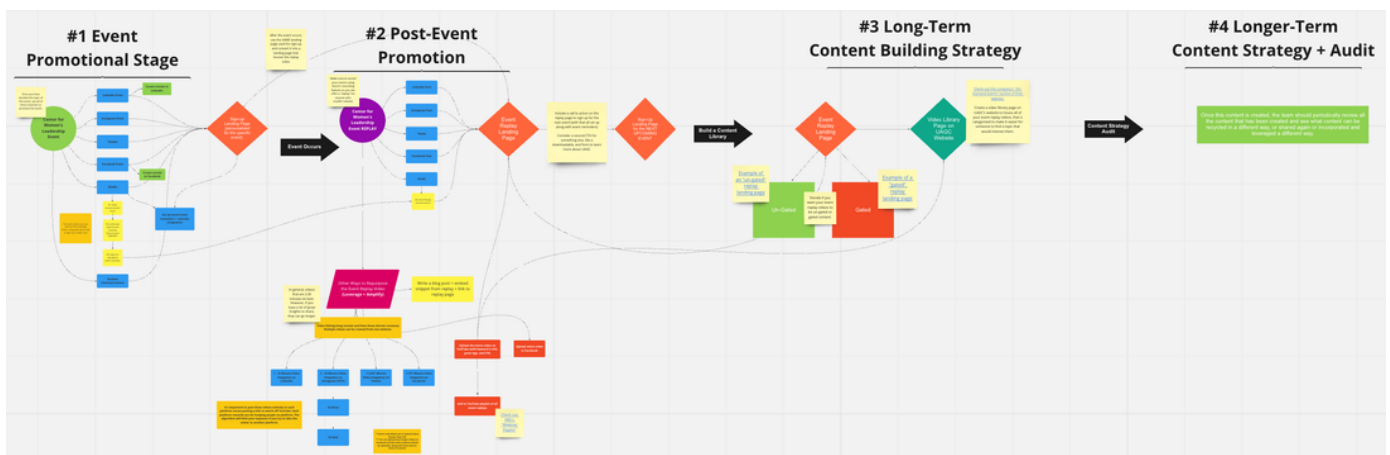
Marketing Audit + Strategic Consultant

During this intensive audit process, Ellison Ellery reviewed every aspect of Zovio’s marketing for UAGC, such as brand messaging, campaigns, marketing reports, etc. From this work, UAGC was able to see systemic issues with how Zovio was spending UAGC’s marketing dollars.

We were able to accomplish this because our perspective and processes are far less influenced by status quo university politics, departments, and personalities. In such projects, objectivity is gold.

Before creating a new brand strategy, we needed to understand the school’s current marketing approach, strategy, and budget allocation. We kicked things off with an in-depth discovery engagement and did a deep dive into what their competitors are doing and how they are positioning themselves.

Often schools request agencies to jump right into executing tactics like SEO or paid search without conducting thorough research beforehand. This can be a costly oversight.

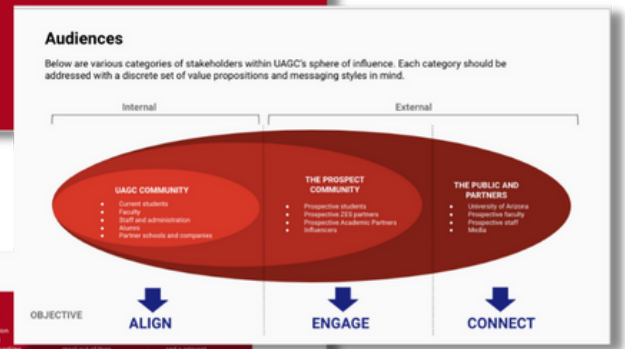
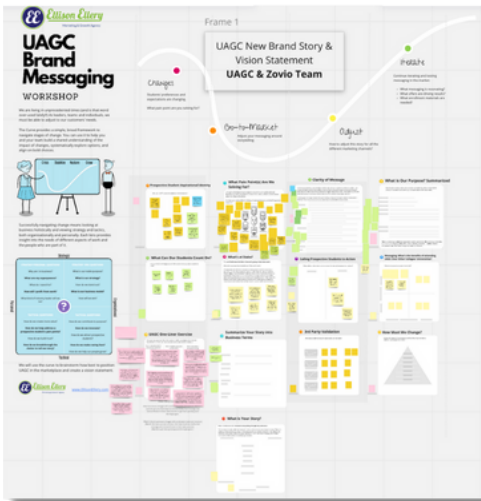


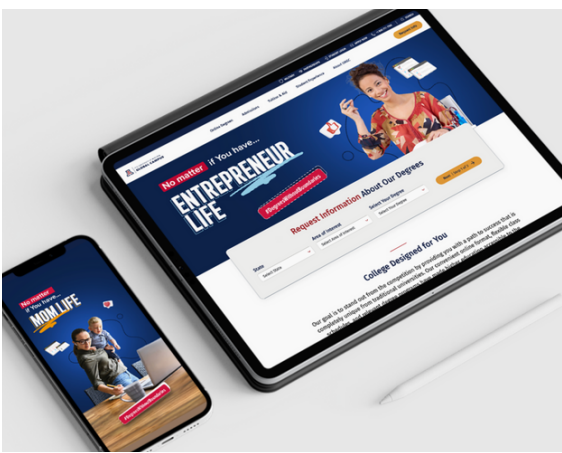
Expanded Engagement to Fractional CMO

UAGC’s leadership team asked Renee to join the team as their Fractional CMO to help them onboard new UAGC marketing hires and to work on new strategies to improve UAGC’s enrollment, brand messaging, campaigns, and more. This role was an interim role to help their team with a pivotal transition in their business.

Deliverables + Objectives:

- Marketing Audit Diagnostic
- Recommendation Decks + Summary Memo and Presentations to Leadership
- New Marketing Strategies to Test
- Go-To-Market Strategy for their School of Business
- Qualitative Research
- New Brand Identity Work
- Brand Vision, Purpose, and Mission Work
- Developed a Brand Messaging Guidebook
- Value Proposition Strategy
- School of Business Strategy
- Graphic Design Work
- New Website
- Go-To-Market Strategy for Partnerships
- Content Repurposing Strategy









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New Mini Website



Why Did UAGC Hire Our Agency To Help Increase Enrollment Rates?

At Ellison Ellery, we work outside your university’s day-to-day organizational structure, allowing us to uncover insights spanning different departments that are often too challenging for schools to discover independently.

Additionally, we have a 20-year track record of helping universities grow enrollments. Our agency helps universities improve student enrollment and onboarding experiences to delight prospective students and improve yield.



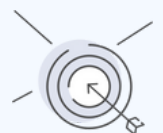
In current news, since Zovio was not able to meet their enrollment goals, UAGC was able to terminate their contract with Zovio and move their marketing in-house, taking full control of their strategy, marketing spending, and more, as UAGC no longer relies on Zovio.

Want to learn more about how we can help you develop a conversion rate optimization strategy for your business?

We help businesses clarify their value proposition, messaging, and strategy so they can attract, convert, and scale more effectively. And it all starts with connecting with your prospective customers in a meaningful, human way.

Plus we have the experience and expertise to execute digital marketing campaigns with technical know-how, creativity, grit, and empathy. We're an ROI agency!

Visit us at [EllisonEllery.com](https://www.EllisonEllery.com)
or shoot us an email at ContactUs@EllisonEllery.com
We'd love to get to know you!





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How Can We Help You Grow?

<https://EllisonEllery.com>

