

Digital Marketing Services for Graduate Academic Track

PROJECT DETAILS

 Other Digital Marketing

 Jan 2013 - Ongoing

 \$10,000 to \$49,999



"Optimum7 excels at developing strategies to improve our business objectives."

PROJECT SUMMARY

Optimum7 provides digital marketing services to generate leads for a graduate program. Key services include strategy creation, content generation, SEO, and social media marketing. The project is ongoing.

PROJECT FEEDBACK

Leads have grown by 10–20% year after year since Optimum7 started implementing their strategies. The team manages a smooth and productive workflow with regular meetings, occasional executive intervention, and openness to feedback. They provide valuable insights at stellar prices.



The Client

Please describe your company and your position there.

I'm the director of the Global Strategic Communications – Creative Track, a program at Florida International University's School of Communication + Journalism. The program is designed for graduate students to study strategic communications in conjunction with the Miami Ad School.



Grizelle De Los Reyes

Director of GSC Creative Track,
Florida International University



Education



Miami, Florida

The Challenge

For what projects/services did your company hire Optimum7?

We engaged Optimum7 to create and implement digital marketing strategies. These services include content generation, SEO, social media marketing, and workshop development for students.

What were your goals for this project?

We wanted to grow visibility and brand awareness of the program. We also were looking to increase qualified leads that we can then convert into inquiries, applications, and enrollments –ultimately boosting our revenue.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor?

I read a press release of Duran (Co-CEO, Optimum7) speaking to a colleague's class about digital marketing. I then brought them in to talk to one of my classes, sparking a dialogue. This relationship turned into a yearly contract for four years. In 2018, our administration decided to open the proposal to other agencies' bids. No other vendor came close in delivering quality at Optimum7's value. Plus, they were already familiar with our business.

Describe the project and the services they provided in detail.

Optimum7 consults on new digital marketing strategies to replace ineffective strategies. For our content generation efforts, Optimum7 researched keywords and niche terms to target. They then started creating blogs and press releases.

Optimum7 also reviews our SEO elements on-site and off-site. The team makes sure that our markup and microdata abide by Schema.org so that search engines can more accurately read and represent our web pages in SERPS. Optimizing all titles and descriptions is an ongoing priority, given that there are many indexed pages across our linked sites. We receive a weekly review of traffic and conversion data through Google Analytics and a property performance report through Google Search Console.

The team also conducts competitive backlink research and leads paid social media marketing campaigns. In addition, they're running email drip marketing campaigns, focusing on strategy and optimization.



What was the team composition?

The day-to-day team comprises an account manager, a copywriter, and occasionally the COO and director of accounts. Other Optimum7 team members will join the projects depending on our needs.

The Outcome

Can you share any information that demonstrates the impact that this project has had on your business?

We've worked with Optimum7 for six years and have seen our leads grow steadily 10–20% year over year. Due to outside circumstances, we stopped our collaboration for one year. It had a definite impact on our business, and we've since restarted our partnership. Their digital marketing strategies with our on-the-ground efforts have become a winning combination for the program. We're thrilled with their output, services, and results.

How was project management arranged and how effective was it?

We handle project management internally. We have a weekly status meeting to discuss strategies for the immediate future and key performance indicators (KPIs) for past efforts. These meetings are crucial to the project's success and are always very productive. Every three months, I meet with Optimum7's CEO for an overall status report.

What did you find most impressive about this company?

Optimum7 excels at developing strategies to improve our business objectives. They can execute ideas quickly and respond well to feedback on how to make a plan work within our parameters.



Are there any areas for improvement?

Having a copywriter dedicated to our account may prevent the learning curve of understanding our business before creating content for us. However, we're overall satisfied with Optimum7's performance. They are very proactive about staying on top of our needs.

