

A student with short brown hair is looking down at a computer monitor in a classroom. The student is wearing a dark blue shirt. The background shows a chalkboard and a computer monitor. The text 'KETTERING UNIVERSITY' is overlaid on the image in a white box.

**KETTERING UNIVERSITY**

—  
Case Study



# How We Increased Enrollment Applications

A Lesson In Driving The Right Person To Your  
Website, At The Right Time.

It all  
starts  
with the  
plan.



# Thank You

for your interest in our work. The case study you are about to read is about a local university that was trying to find a way to exceed their enrollment goals for the year and they wanted to use online marketing to accomplish it.

We take a lot of pride in generating results for our clients and the story of how we helped Kettering University is just one of our examples.

## About us

3Sixty Interactive is a digital marketing agency that focuses on bringing real-world results to companies and organizations by developing a strategic plan that will focus on the results needed.

# Meet Our Team



**Dale Keipert**

Partner



**Dean Keipert**

Partner



**Eric Hammis**

Marketing Specialist

## Our Credentials



# What We Did

## Who Kettering Is

Kettering University is one of America’s top engineering universities. Founded in 1919 in Flint, MI as The School of Automotive Trades, it was responsible for producing some of the engineers that made the auto industry great.

In 1923, the school became the Flint Institute of Technology offering a four-year co-op education program, and had enrolled over 600 students. In 1926 General Motors took notice and began supporting it. This support generated a new name for the technology institute to General Motors Institute, or GMI as it became known.

In 1998 General Motors decided to change the name of this institute to Kettering University, in honor of Charles Kettering, the man that not only founded this institute but was also instrumental in the concept of a co-op education.



Today, Kettering still produces engineers for the automotive industry but has also expanded to the delivery services, aerospace, paper products, banking, and health care, just to name a few.

## The Situation

3Sixty Interactive was contacted by people in the marketing department at Kettering, and asked to meet with their department and a team from the admission department. As it turned out they wanted to use digital marketing to meet their enrollment goals for the year. There was, however, an additional

challenge. They had just moved their application process from a combination online and offline to just being available, online. This required a special focus to make sure that they were getting prospective students to fill out the enrollment, online.

Additionally, Kettering wanted to improve the visibility of their unique co-op education process and to highlight the fact that they are no longer "just" automotive and that they are filling positions in a lot of diverse industries.

## Develop A Plan

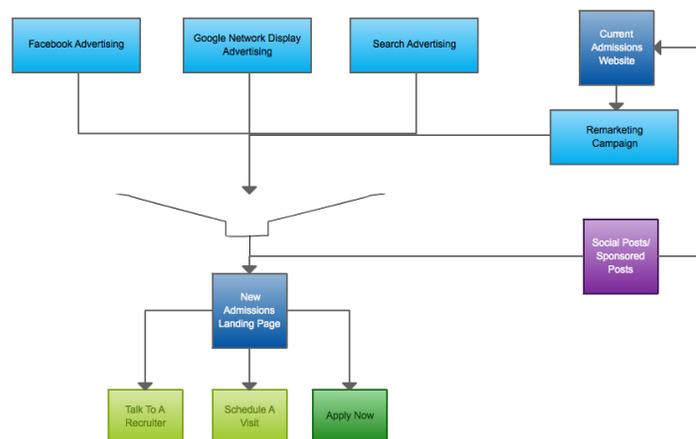
Because of the unique nature of the programs at Kettering, it was imperative that a strategic plan be developed and executed to maximize the results. We began by clearly identifying who the Kettering student was, from a demographic standpoint, and where we were going to have the best chance at getting Kettering's brand in front of them. The targeted audiences were:

- Sophomore high school students - nationally
- Junior high school students - nationally
- Senior high school students - nationally

The strategic plan that was developed, ultimately, utilized 5 online marketing channels

- Social Media Marketing
- Display Marketing
- Search Marketing
- Landing Page Development
- Retargeted Marketing

In addition to the channels, the strategy also identified the "visitor journey" for the campaigns. It was important to have a graphical representation of where the potential student was coming from and where we wanted to direct them, to ultimately convert into an online application being filled out.



With using 5 different online marketing channels, each had a role in the overall plan.

- Search marketing was used to raise brand awareness among potential students that were searching on specific relevant key-phrases.
- The retargeting channel was used to increase brand visibility among potential students that had visited the Kettering University website.
- Social media provided an opportunity to display the Kettering brand to targeted groups that fit the Kettering student profile.
- Landing page development enhanced the conversion ratios for all of the campaigns.

## The Results

Ultimately, the goal for this campaign was to increase the number of student applications, over their average application quantity for 60 days, by 250 applications.

At the end of the campaigns the data was compiled and what we found was that not only did we accomplish the original goal of an additional 250 applications, over average, in 60 days but we were able to surpass that goal by 36%!

This was accomplished by allocating the percentage of budget dollars appropriately based on the performance of the marketing channel. In other words the channel that provided the best results, received the highest percentage of the ad dollars. This analysis was performed weekly, based on the analytics that were being reported from the Kettering website. Adjustments in the budget were, ultimately, performed every 2 weeks during this campaign.

During the final two weeks, display advertisements were the only outlets being used based to their dramatic results.



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