

CASE STUDY: FLORIDA INTERNATIONAL UNIVERSITY

Executive Education at FIU's College of Business offers interactive, globally renowned, and transformative certificate programs to help executives fully develop their leadership skills. FIU Executive Education also offers programs for groups that can be customized for a company's organizational strategy and corporate culture.

epe.fiu.edu



OBJECTIVES

As the marketing lead for FIU's business certificate programs, my primary objectives were to raise awareness of the certificate offerings among businesses and individuals, attract qualified leads, and convert them into enrolled students.

SOLUTION

My multi-faceted approach focused on driving lead generation and enrollment growth by targeting local and multinational businesses, as well as individual business leaders. I developed and led a comprehensive funnel strategy to support sales teams, encompassing email marketing, digital marketing across various channels, event marketing, and CRM optimization.

IMPACT

1. Lead generation and nurturing

Optimizing lead generation and nurturing efforts through targeted campaigns and customized workflows led to a 28% improvement in lead-to-enrollment conversion rates.

2. Targeted email marketing program

A strategic email marketing program, including lead nurturing campaigns, personalized outreach, and automated workflows led to an uplift in prospect engagement.

3. Multi-channel digital marketing

Building a healthy pipeline through various digital channels, such as paid search, social media advertising, and content marketing, resulted in meeting and exceeding enrollment goals.

4. Event marketing benefits

Partnering with high-impact events provided opportunities for direct engagement with potential students, relationship building with business leaders, and elevated recognition in the market.

AT A GLANCE

CHALLENGES

- Poor lead nurturing efforts
- Limited brand recognition
- Lack of integrated marketing strategy

IMPACT

- Improved lead generation and nurturing
- Impactful digital marketing strategies
- Grew pipeline of business and individual prospects



VERONICA PEREZ

Founder, Concept 2 Marketing

She is extremely professional, works efficiently and with the ROI in mind. She is very creative and an excellent team player.