

A photograph of a man with a beard and glasses, wearing a headset, sitting at a desk and writing in a spiral notebook. The image is overlaid with a semi-transparent orange filter. The man is wearing a patterned button-down shirt and several beaded bracelets on his left wrist. A laptop is partially visible on the left side of the desk.

# Case Study: Distance learning

# Targeted campaign generates leads at 242 organisations

## Case Study

### The Client

Anglia Ruskin University is one of the UK's leading distance learning institutions. First established as a School of Art in 1858, the school became a University in 1992 and was awarded 'UK Entrepreneurial University of the Year' in 2014. They currently measure a student population of 31,500 across three different campuses, and run a number of postgraduate courses, both locally and nationally via distance learning.

### The Problem

A change in senior management combined with a school-wide review of total marketing spend created an increased focus on transparent, measurable outputs. A fresh approach to increasing postgraduate enrolment was needed.

With a team of just three sales people, Anglia Ruskin needed to find a way of identifying the right people to speak with at key organisations, as well as generating inbound enquiries and raising the overall profile of the university.

### The Solution

Media & Marketing Solutions worked with Anglia Ruskin's digital marketing lead to identify over 13,000 senior decision makers in our Ingenium data community across HR, Learning & Development, Performance and Training roles in the Local and Central Government and NHS sectors. Our in-house editorial team used Anglia Ruskin's course literature to create a bespoke, role-specific message for emails. Using our iServe email broadcast system, each contact was sent a personalised email introducing the courses offered by Anglia Ruskin, as well providing a link for registration for their 'virtual open days'. Our iServe system provided accurate reporting on opens, clicks and forwards. Using this information, Anglia Ruskin's business development team could better focus their calling, knowing that the contact had already shown some interest based on the email activity.

## The Results

The email campaign attracted 2,000 views, many of which were as a result of forwarding activity. The business development team received several inbound calls and many direct replies requesting more information on cost, timings and process, which were followed up on a one-to-one basis. Additionally, by spending a couple of days calling the 242 organisations that either clicked or forwarded the email, the team were able to generate a number of meetings in London, Essex and across East Anglia. As a consequence of the significant spike in registrations, attendee numbers for the 'virtual open days' doubled. Following further investigation, it was clear that the seniority of attendees had also increased, which enabled the business development team to have conversations at an organisational as well as personal level.

Since the initial campaign, we have worked with Anglia Ruskin an additional 10 times – and counting – including several research surveys as part of our Research solution.

email campaign gains 2,000 views

2,000

242

leads generated from 242  
different organisations

attendance at 'virtual  
open days' doubled


x2

To see how Ingenium can help your campaign, get in touch today on 0845 094 8567

# Marketing Solutions for the Public and Private Sector

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