



CASE STUDY

UNB College of Extended Learning
Belinda Elliot Bielicki
Director Marketing CEL

WEBSITE

<https://www.unb.ca/cel/>

INDUSTRY

Education
Distance Education
Online Learning

EMPLOYEE COUNT

201-500

ABOUT UNB CEL

The University of New Brunswick has been providing continuing education programs since 1950. In 2002, UNB established the College of Extended Learning (UNB CEL), to provide continuing education and professional development to adult learners, as well as online programming for individuals within private and public organizations, locally, nationally and globally.

OVERVIEW

In this highly competitive market UNB CEL was in need of a provider who could provide solutions to help their message reach the largest number of individuals interested in a particular course at any given time. UNB CEL has many different course offerings available throughout the year and needed a company who could also provide targeted strategies to reach their intended goals. They had worked with other different providers in the past, however TRL has been able to provide results and transparency to the campaigns that they had never experienced before.

CHALLENGES

UNB CEL has had difficulty breaking through the digital advertising space with their marketing in the past and were looking for a provider who could help them meet and exceed the goals they have in place:

Reaching existing and new markets with a targeted message

Reaching the intended individuals within those markets

Seeing tangible results from their campaign.

Being provided the tools to be able to understand how the advertising campaigns are working.

Being provided a dashboard and social media tools to simplify the entire process.

Being able to attribute the results of the campaign to seats being filled both virtually and for on site learning.

HOW WE HELPED

TRL has been able to provide the strategy, process, transparency and results UNB CEL has been searching for. We crafted individual solutions for each course campaign with unique strategies for all. This included effective and eye catching graphics for the ads which have helped to drive the intended results. Each campaign that we have implemented for UNB CEL has driven greater results than expected and they have had results they could feel in the amount of registrations received from across Canada and other parts of the world which they requested to reach with our messages.

We have been able to provide a huge increase on their ROI as TRL has been able to provide an increase in advertising results (impressions and website traffic) over previous providers with a smaller investment. This coupled with the immediate results from these campaigns has provided UNB CEL impressive value for their dollar since we began our partnership!

We have also been able to show CEL customer journeys on their site and how the potential new students navigate the site after clicking our ads. This can result in several visits from the same potential new student and ultimately we are able to see who has registered for a course and were driven to this final result with the help of TRL and our online strategies.

TESTIMONIAL

"My team and I are thrilled to have found TRL Solutions! We just recently started working with them, but so far they have delivered above industry standard results for our campaigns. Compared to other agencies that we have worked with, TRL Solutions is a savvy team that clearly understands the client's pain points, making it easy to do business with them. If you are looking for an agency that provides superior client service, sound knowledge and advice on digital advertising, and expert design services look no further! The best part is access to their business dashboard. We have streamlined our social activity, and now have advertising insights at our fingertips, allowing us to keep everyone informed and up-to-date on current campaigns."

Belinda Elliott-Bielecki

Director, Marketing and Communications, University of New Brunswick College of Extended Learning

DISPLAY AD EXAMPLE



CTR- Facebook/Instagram ads outperformed their existing Benchmark this Translated to an **increase of 31% on the CTR** .

CTR- Display ads outperformed their existing Benchmark this Translated to an **increase of 25% for display CTR**.

Analytics revealed some very powerful data indicating a more effective campaign year over year as compared to the same time frames in the previous year.



- Ad traffic up - 95.67%



- Sessions up - 10.44%



- Total traffic up - 12.53%



- Pageviews up - 3.37%



- New users up - 21.39%



- Bounce rate down - 11.88%

TRL placed over 5.5 million ad impressions on the platforms where the majority of Canadians spend an average of 4 hours per day

TRL directed 33,192 interested individuals to the related UNB course sites

TRL additionally drove 145,000 ad engagements from our highly targeted Display and Facebook ads with likes, messages, and post engagements such as comments

TRL provided impressive value with an extremely low cost per click (CPC):

TRL overall Cost per Click for Nov-Jan campaign = .55 cents

Previous average Cost per Click = \$1.06

Resulting in a **.51 cents per click saving** as compared to the existing standard which is directly related to the information provided by UNB and our access to data which allows us to target in a highly effective and efficient manner.

FINAL THOUGHTS

UNB CEL is extremely pleased with the aid TRL has been able to provide in filling their courses and the transparency we have provided throughout the process. Best of all, there are no questions as to whether or not the campaign is working based on our Industry leading analytics and tangible results. TRL was able to check all the boxes that UNB CEL had asked for and many more. The results of our campaigns speak for themselves and helped us forge a partnership that will stand the test of time as we will continue to work on campaigns regularly with the CEL.