

Case Study : MIT-WPU



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Problem Statements

- Brand revamp from MIT Pune to MIT World Peace University
- Build trust in the renewed brand
- Recently changed application process (centralized to private)
- Lack of consideration among highly qualified students
- Low recall of university's MBA courses

Solutions

Branding | Performance Marketing | Creative Strategy Content Creation + Marketing

- Creation of brand strategy based on data analysis at micro-level
- Ads & communication created as per audience reached > engaged > captured > acquired funnel
- Communication further segregated based on audience geo-location, interest areas, devices, demographics, timings of applications & fluctuating trends of brand keyword
- Digital marketing efforts were synchronized with mainline strategy
- Aggressive lead nurturing through remarketing campaigns via email, SMS, whatsapp etc.
- Usage of multiple ad networks to maximise content marketing efforts
- Massive bucket of video testimonials to recapture brand trust

RESULTS

- **43650+ registrations**
- **21500+ paid applications (143% increase on previous year applications)**
- **30-40% email open rate, with 50% conversions**
- **26% conversion rate via SMS**