

## Creating Profitable Content

# A Success Story

“We provide online courses to executive and working professionals so that they can continue learning throughout their career. We were facing problem in keeping our visitors and students engaged.

BTOBGlobal proved that Content is most definitely king. They provided custom made content for our websites and made them more engaging. Their work on campaigns helped us get quality prospects, which also joined us for different courses”.

-Ted Meyer, *Client Director, Marketing*

### The Client

**Industry: Higher Education**

**Location: MA, USA**

**Employees: 250**

## Leading Education Provider Had Difficulty in Engaging Readers and Reaching Prospective Students

Analytics showed that client’s website had visitors, but the bounce rate was alarming. Prospective students were not pleased by the content on the site, and conveyed their displeasure through feedback. As a result client was having a hard time in enrolling new students for their new batch of executive courses.

## Needed Crisp and Innovative Content

They decided to completely redo their existing website content, and make it interactive by incorporating videos, polls and also started podcasts.

## Needed To Start Prospect Nurturing and Create Campaign Content

The client wanted to present themselves as a leader in the education industry. To do so, they needed relevant and engaging thought leadership content on their website. They also wanted to start prospect nurturing by sending relevant content through targeted campaigns.

## How Did BTOBGlobal Help?

BTOBGlobal analyzed the client's website and created meaningful and engaging content. The client website was tracked to determine user activity and behavior and content was created accordingly. Content was created and presented via different means, form of videos, podcasts, story and infographics, which appealed to students visually and encouraged participation and interaction.

## Result

As a result of the new content rich site, bounce rates decreased for the website and there was a increase in student enrolment by 9% in 3 months.

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