



## Results Snapshot

- 500 survey responses, 27 interviews
- 24 new assets, 2 tools prototyped
- 20,000+ words of new content
- Repeatable process for future campaigns

## Service Areas

- Link Building
- Citation-Worthy Content

## Client

Online Higher Education Institution

### Industry:

Education

### Size:

4000+ Employees

### Location:

United States

# First-Party Data Fuels Wave of New Content —Driving Enrollment and Retention for Online College

## The Challenge

The university needed to improve visibility and enrollment in a crowded search environment with numerous local and national universities.

Existing content missed critical moments in the student decision journey and lacked the insight needed to earn links or drive conversions.

## Our Solution

We surveyed non-traditional students to uncover overlooked concerns, using that data to create linkable, conversion-focused content.

## Roadblocks

- PR agencies dismissed the survey as unnewsworthy. We shifted to a nonprofit distribution model to reach aligned audiences directly.
- Internal approval processes slowed production. Partnering with an independent research team enabled faster execution and delivery of results.
- Key decision points were missing from existing content. Our survey revealed unasked questions that shaped stronger, more useful assets.

[Read Case Study →](#)