

Relevance

- 🐎 Marketing Strategy
- 🐎 Positioning & Branding
- 🐎 Interactive Strategy
- 🐎 Search Engine Optimization
- 🐎 Manufacturer Relations
- 🐎 Channel Evolution
- 🐎 Customer Acquisition
- 🐎 Analog Media Strategy
- 🐎 Channel Integration
- 🐎 Investor Relations

The Situation

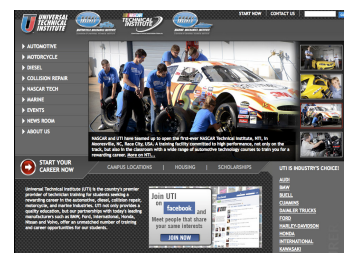
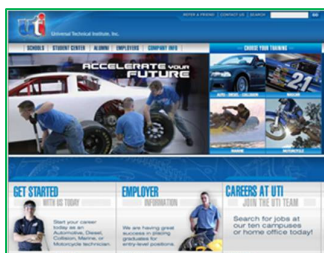


Universal Technical Institute is the nation’s largest provider of training for the automotive and motorsports industry. In order to fulfill its contractual agreements with over 20 major manufacturers (including Ford and Toyota), fuel its two nationwide sales forces; and meet critical indicators for Wall Street analysts, the company needed to produce 25K new leads a month. **A goal that it had not met in 42 straight months.**

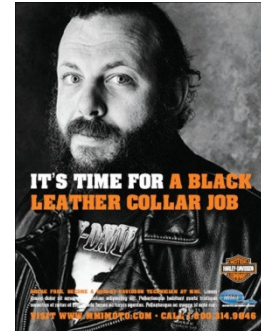
Complicating the situation was a lack of focus on productive lead acquisition; an imprecise media strategy; and divisiveness between marketing and sales. The company was relying on a small number of online lead aggregators and using 30 minute “infomercials” year after year, continuing to miss analyst targets.

Our Solution

- 🐎 We commissioned audience research to clarify audience segments and define the company’s positioning.
- 🐎 We re-configured the entire interactive acquisition channel:
 - Changed the corporate URL from www.uticorp.com to www.UTI.edu
 - We re-designed the corporate web sites to convey the student and graduate experience to prospective students.



- We implemented an SEO strategy for the first time in the company's history.
- We reformed the online lead acquisition strategy to focus on productive lead aggregators and move away from unproductive banner advertising.
- ☞ We redirected incoming inquiry flows into web-centric channels and away from Call Centers.
- ☞ We re-configured the advertising and media strategies from square one:
 - Directed development of a new national advertising campaign.
 - Moved away from 30 minute infomercials to short form :30's and :60's with an emphasis on frequency.
 - Increased efficiency by moving from spot and local media to national media
 - Developed Hispanic media and outreach effort
- ☞ Established break-through equity in enthusiast publications with an award winning print campaign.
- ☞ Integrated new acquisition efforts with sales channel operations.



The Results

- "When you're fighting too many battles, call in the cavalry"*
- ☞ Website traffic increased over 100% month over month
 - ☞ Lead goals were met for the first time in 42 months
 - ☞ After the first year, UTI saw an increase of over 40% in leads while reducing media spend by 10%
 - ☞ Both lead score and lead conversion to enrollment have increased year over year
 - ☞ The TV advertising has now met CPL goals for 21 straight months

If you're facing similar challenges and you're looking for solutions, or if you would like a preliminary assessment of your programs, please contact MarketingCavalry.com today.