

TRANSLATE YOUR RECRUITING STRATEGY

into optimized online marketing tactics.

CUnet has the technical expertise and knowledge of the higher education industry to help you effectively launch search engine marketing and e-mail marketing campaigns. You can extend your reach through our vast network of lead resources, generate greater interest through traditional search engines, control your school's branding and messaging, and rely on CUnet to manage the details.

SEARCH ENGINE MARKETING

CUnet pay-per-click services optimize your placement on major search engines for keyword phrases. Our geographically targeted or nationally run campaigns provide maximum exposure across Google, Yahoo!, and Bing, as well as other search engines, based on your budget.

Campaign Management

CUnet will fully run your search engine marketing campaign. Our services include:

- Exhaustive keyword buildout to ensure a balance of head, torso, and tail terms
- Keyword-level, conversion-layer tracking
- Delivery of weekly campaign reports
- Use of split testing ad variations and landing pages in order to optimize campaign performance
- Development and hosting of branded conversion-oriented landing pages and forms
- Utilization of third-party bid management technologies
- Ability to include phone numbers on keyword ads or landing pages that automatically track as leads based on minimum call length

E-MAIL COMMUNICATIONS

CUnet has partnered with ExactTarget to provide an affordable, best-in-class e-mail marketing solution for the education industry. The CUnet e-mail system can develop, deliver, and track fully customizable e-mail campaigns. Our e-mail services can handle volumes from 10 to 10 million, whether you are sending one-time e-mail programs or consistently scheduled campaigns. We also provide e-mail solutions for stand-alone campaigns, regular newsletters, and auto-responder messaging to guide students through the enrollment process.

SEO TRAINING

CUnet SEO Training helps our clients learn the basics of search engine optimization to increase the visibility of their business in search engines. By combining these techniques with excellent marketing skills, you'll be well on your way to building a successful online business.

PAID SEARCH AUDITING

CUnet offers a comprehensive analysis of current campaign structure, results, competition, and market research. Our processes help to identify opportunities and growth potential, while our third party audit provides a fresh perspective from a non-biased point of view.

CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND BEGIN CUSTOMIZING A MARKETING PLAN THAT ALIGNS WITH YOUR GOALS.

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