

# EXTEND YOUR ONLINE MARKETING REACH

**without overextending your department.**

When you're relying on a disparate network of vendors to manage your marketing strategy, it's hard to judge the quality of your leads and their value. It takes a lot of time—time away from executing your overall strategy—to effectively manage that complex network. At CUNet, it's our business to act as your agency and manage the details on your behalf. We centralize your vendor relationships and report their efficacy through our customized technology system, making it easier for you to see a complete picture of your online marketing strategy and its performance. We can quickly adapt our tactics based on vendor performance.

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## TRUSTED PARTNERS

You empower CUNet to manage vendor relationships on your behalf, and we take that trust seriously. While we do manage the details of vendor relationships, we don't just define your marketing strategy for you. Rather, we create a marketing strategy that is based on your unique business objectives. The data we collect often informs our partners' decision-making about strategy, techniques, and budget.

## CONSULTATIVE STRATEGY

CUNet consults with you to create a customized media plan and implements it based on your specific enrollment and start goals. We partner you with a dedicated account manager who is your daily point of contact. Both your team and your CUNet account manager will monitor and control the vendor and lead environment. Your account manager will continually evaluate and adjust your program toward goals that are often changing during each enrollment period.

## DATA-DRIVEN

Your account management team is committed to giving you data-driven online marketing analysis. They expand your online presence through proven media channels and optimize your campaigns to generate student awareness of your programs. We continually analyze vendor trends to ensure you are paying the right price for the right leads.

## LEAD SCORING AND VERIFICATION

Acting on your behalf, CUNet will ensure that all leads meet your specific requirements. That includes, but is not limited to, age, level of education, defined geographic boundary, GPA, and contact information (e.g. e-mail, cell phone). Our associates work to maintain compliance standards for every lead.

## REPORTING

CUNet provides detailed, real-time reports that clearly display the lead environment. You will be able to see which vendor is sending which lead to which campus. You are also able to see "bad" lead levels by campus and program.

## COMPLIANCE

CUNet takes measures to ensure that all lead sources represent your school appropriately through their channels, portals, and sites.

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**CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND BEGIN CUSTOMIZING A VENDOR MANAGEMENT STRATEGY THAT ALIGNS WITH YOUR GOALS.**

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