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The American
University in Cairo

AUC-EXECED

AUC Executive Education offers some of the most comprehensive, diversified and globally recognized development and executive education programs that adopt a modern perspective of delivery and incorporate the latest management concepts and techniques.

OBJECTIVES

1-Introduction a clear brand persona for **AUC Executive Education** as the go to place for professional development and set it apart from other providers of non-academic programs

2-Differentiation and positioning of **the competitors**

3-Highlighting the awards and achievements **earned**

4-Emphasizing being ranked **#67 by the FT in 2020**

5-Establishing that AUC Executive Education is all about **premium quality education**

CHALLENGES

1-**Lack of visual content freedom** may limit Ad possibilities.

2-**Competitors** are present in many geographical locations that AUC doesn't cover.

3-Competitors acquire more market share than **AUC**

4-High **Google Search competition** & bid prices.

5-**AUC** wanted to digitalize their market.

SOLUTIONS

1-**Raise** brand awareness.

2-**Reinforce Exec.** Ed's branding/ engagement to act as an opinion leader in each field/discipline.

3-Fully utilize **the digital marketing potential.**

4-**Promote AUC webinars** to become like the popular online conferences that surged in the past covid duration.

5-Create **brand advocates.**

6-Secure **at least 10%** returning learner / institution rate

LIMITATIONS

- No cro content
- Minimal digital presence
- Low budget compared to industry average
- Poor design
- Some programs overlapped with each other

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RESULTS

RESULTS

1-Leads **increased by 10x**

2-The ads budget **increased by 14.2x**

3-**Strong social media presence**
across multiple platforms

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THE HOW

CRO

(Conversion Rate Optimization) guidelines sent to the clients to ensure that the content is relevant to the objective the client is trying to reach. Breaking down content into the BEAM framework.

Broadcast Engage Activate Mobilize and Monetize

Targeting a wider audience through higher quality content that is awareness based. Getting people interested in content with different CTA's (call to action).