MAMBO

Cultivating a Community Across the Globe

The Challenge:

Portland State's Center for Executive and Professional Education (CEPE) had established a great position in the community through outreach and traditional promotion. But a thorough review of Google Analytics and an audit of the website and digital channels revealed that CEPE's digital properties were not well optimized and were performing at below industry standards.

Mambo implemented a full digital marketing overhaul including the following elements:

- Content strategy based on prospective student's painpoints and catering to Google's new Hummingbird algorithm
- Overhaul of existing content, implementing best practice search engine optimization (SEO) tactics
- Enhanced email program that included targeted segmentation, an integrated editorial calendar and mobile-optimized email template
- Pay-per-click pilot campaign through Google Analytics, optimizing existing spend

The Solution:

- Overhauled website content with a strategic re-write of 15+ pages, leveraging SEO keywords and industry trends for increased search results
- Created custom segments for targeted student personas of specific programs and increased email frequency to weekly newsletter sends
- Developed a cohesive content strategy for each program page that spoke to student interests, industry pain points, and educational solutions for career growth
- Implemented and managed integrated editorial calendar ensuring effective program promotion and alignment with overall business objectives
- Re-designed email template for lead generation and created a rich and relevant content strategy catered to each student persona

51% increased Google AdWords conversion

203% increase in site visitors

205% increase in organic traffic

20% increase in overall revenue in one year

Kristen Pedersen

Director of CEPE Program at PSU

"Two years ago we approached Mambo to help us rebrand and re-launch the Center. They immediately understood where we wanted to go and how to get there. The work they produced, from the strategic marketing plans to a website redesign within a very limited template, was outstanding. They were receptive to our ideas and have become a highly valued contributor to our success. Did I mention that our revenue increased 20% in one year? I can't say enough good things about Mambo!"

Portland State UNIVERSITY

Portland State University's Center for Executive and Professional Education (CEPE) is part of Portland State University's School of Business Administration and is a leading provider of executive and professional education in the Portland metro area. CEPE courses cater to working professionals who are looking to take their careers to the next level, or transition into a new industry or role.